

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CLXII, No. 9

NEW YORK, MARCH 2, 1933

10c A COPY



Vertical transportation

THE elevator has lifted the city from the level of dusty, noisy streets to the clear, clean air and quiet, high above. Daily it supplies safe, swift vertical transportation to millions of people. It speeds them up and down so comfortably, so surely, they scarcely give a thought to the marvel of this brilliant engineering achievement. Nonchalantly they accept it, as they accept water, air, and light.

THE advertising of Otis Elevator Company is designed to acquaint the public with the contribution which this company makes to ease of living. To create appreciation for those buildings equipped with this fast, sure service. To inform owners of old-fashioned buildings that their elevators can be brought up to date at a reasonable cost through the Otis Modernization Plan. To inform all building managers that, through Otis Maintenance Service, their elevator equipment can be kept at the peak of efficiency with minimum expense.

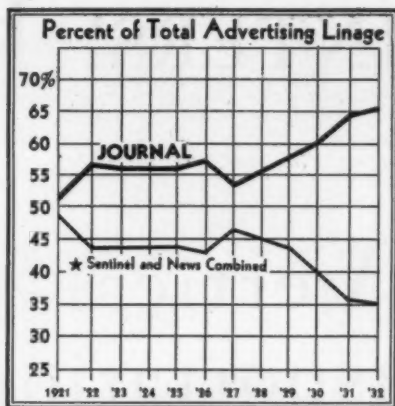
STIRRING up elevator interest is proving beneficial to owners of modern and less modern buildings, alike—and consequently to our client.

N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London



★ Sentinel-News Combination in 1931 '32

A Guide to Maximum Sales in Milwaukee

THE above chart is a twelve-year record of the percentage of all Milwaukee newspaper advertising published by The Journal as compared to the other Milwaukee newspapers combined. It represents a composite result story of thousands of advertisers—shows that The Journal stands alone as a producer of sales for advertisers in the Milwaukee-Wisconsin market—proves that it pays to concentrate in this newspaper.

Exclusive schedules in The Journal reach the homes worth advertising to, sell the market thoroughly, eliminate waste and give maximum returns for your advertising dollars in Milwaukee.

THE MILWAUKEE JOURNAL
First by Merit

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June 25
Vol. C



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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXII

NEW YORK, MARCH 2, 1933

No. 9



Wrigley



Gulick



Hill



Firestone

HERE are four "MacDonalds" of the general type described in the following article. They are among the ever-increasing number of high business executives who recognize their advertising as being sufficiently important to demand their personal attention—not only dictating its general policies but having a prominent part in the construction of copy and the selection of media. The experience of these and other presidents demonstrates that advertising is something that should be administered from the head of the table. And why not? When a president authorizes the investment of thousands or millions in producing or increasing salability for his product he has a right to know how and where this money is being spent. For the good-will of his business is at stake.

"Wherever MacDonald Sits . . ."

The Big Chief Is Looking into Advertising Costs—and with a New Viewpoint

By Roy Dickinson

IT was a round-table in an old Highland Castle. A stranger came into the warmth and the light from the cold and snow outside.

He had a message to deliver to the man "at the head of the table," the chief's place.

The table had no head, so the stranger had to ask.

Then the burly, big boss made the famous remark, first used by Emerson in "The American Scholar":

"Wherever MacDonald sits, there is the head of the table."

[This saying is usually quoted, "Where MacGregor sits, there is the head of the table." It is so printed both in Bartlett and Hoyt—quotation authorities. Yet a reading of the excerpt on the next

page indicates that Emerson said it differently. This would seem to put this quotation in the class with the frequently misquoted "curiosity killed the cat." It was care, not curiosity, which caused the demise of the famous feline.]

At many a present-day round-table advertising discussion in the manufacturer's office, at many a long narrow one in an advertising agency the echo of that remark is making history today.

The big boss is back on the advertising job. MacDonald is doing his stuff.

The president of many a giant company is working on his company's advertising problem more consistently than ever before because it is his sales problem. He knows that the sales end is the

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whole show today, so he is sitting at the advertising seat.

And where he sits is the head of the table. News of this growing return to realism in management on the part of many big shot executives has come to me from many sources.

Representatives of publishers have told me a story which runs like this:

The representative is told that all matters concerning media must be taken up exclusively with (to stick to Scotch), Mr. MacFlecknoe, space buyer at the agency. So he does a swell selling job on Mr. MacFlecknoe. Charts, editorial policy, family income, also statistics. Four calls and the representative is made happy by the assurance that he is "on the list for six pages." Later his happiness turns to grief when he hears through the grapevine route, that his publication's name does not appear, that the list he was on was only a "tentative list." It seems that Mr. McTavish in the advertiser's office, the vice-president in charge of sales, took his publication off the list.

So with much effort he gets to see Mr. McTavish, winning a new friend and success at the same time (once in a while) and gets himself reinstated. Then comes into the picture the far more important Mr. MacDonald, the big boss himself. If he can be reached the

whole selling effort must be turned on him, for he is back on the advertising job, making a herculean effort to cut advertising costs, by concentrating his advertising in a few leading media, reaching the markets he wants to sell. And he has overruled McTavish—although he admits that some twenty people in all have had a finger in the pie in arriving at the final, hard-to-bust-open 1933 list.

More news to the same effect has come to me from several of the largest advertisers in the country, from the presidents of three companies, from the vice-presidents of two, the general sales manager of another, a man who has some eighteen divisions under him, all advertisers.

This last man told me at lunch last week that he and the president of his company for the first time this year had gone into the study of media and copy with new thoroughness.

"Our advertising has got to be measured this year," he said, "not by volume of advertising effort in expense, but by a re-examination of our own advertising intelligence. We are buying it with all the brains we can muster in our agency and in our own office.

"We have got to reduce advertising costs, and we feel this can best be accomplished by a more careful selection of the publications we use and a use of improved

The American Scholar

An oration delivered by Ralph Waldo Emerson before the Phi Beta Kappa Society at Cambridge—August 31, 1837.

"... Not he is great who can alter matter, but he who can alter my state of mind. They are the kings of the world who give the color of their present thought to all nature and all art, and persuade men by the cheerful sincerity of their carrying the matter, that this thing which they do is the apple which the ages have desired to pluck, now at last ripe, and inviting nations to the harvest. The great man makes the great thing. *Wherever MacDonald sits, there is the head of the table.* Linnaeus makes botany the most alluring of studies, and wins it from the farmer and the herb-woman; Davy, chemistry; and Cuvier, fossils. The day is always his who works in it with serenity and great aims. The unstable estimates of men crowd to him whose mind is filled with a truth, as the heaped waves of the Atlantic follow the moon."—From "Nature—Addresses and Lectures." (Houghton Mifflin Co.)

You are wearing
clothes this season?
Providence thanks you!

BARRIERS of accumulated surplus between consumer and factory are down. Last fall the woolen industries of the Providence market made their most substantial advance in years. In December they helped largely to boost the total of manufacturing employment in Rhode Island ahead of that a year ago.

In January, employment in Rhode Island worsted mills made another gain over the previous two months. In production of worsteds, as of cottons, Providence outranks all other major American industrial centers.

Journal-Bulletin

FAMILIES:

In Rhode Island

2 OUT OF 3

Average for State
as a Whole

In Providence

19 OUT OF 20

A. B. C. CITY

The Providence area ranks fourth in manufacture of woolen goods. January employment in Rhode Island woolen mills was higher than for the corresponding month either of 1932 or 1931.

This improvement is based on the fundamental law of supply and demand. Providence is not only a better selling market now . . . but is one to benefit immediately from any general advance.

Providence Journal & Bulletin
Dominating New England's Second Largest Market

CHAS. H. EDDY CO.

Boston - New York - Chicago

Representatives

R. J. BIDWELL CO.

San Francisco - Los Angeles - Seattle

copy which ties up more closely with what our salesmen actually say to retailers, and what our investigation in twenty States showed us buyers were saying in retail stores. Not how much for advertising, but how well we invest it is our problem today."

He also told me of a last minute change they had made on their present list when the top man of a certain publication traveled out to their plant and laid before them several facts about his publication and its present position in certain markets which hadn't been clearly understood by this sales manager and his associates before. He doesn't believe in the inflexible, fixed list, made up, sealed and unbreakable. He is willing to hear a real presentation at any time and has retained a reserve to add a new publication or other medium if he feels it sufficiently important to do so.

Both this man and the president of one of the largest users of advertising space in the country told me that while they didn't try to learn all details of rates or circulation, they were interested in whether a publication was going ahead editorially and in general influence; whether the radio program was clicking with both listeners and retailers (and were checking carefully); whether the newspaper was consolidating its position of influence in a town or slipping, and other similar fundamentals on leadership qualities of the carriers of their sales messages.

Advertising Like Raw Materials

The president told me: "Advertising is like everything else we purchase—like raw materials. But more important than most because we are an advertising company. It is the biggest thing we buy. We are giving more care to the purchase of all raw materials.

"I am trying to cut costs and overhead wherever it won't hurt efficient operation. In advertising I have cut costs without cutting the appropriation by cutting out a lot of cats and dogs, charity advertising and some of the hold-up

papers we used in the old easy days. I've used larger space in fewer, better places. I am going to do more of that. If my appropriation doesn't keep the sales coming, before I economize all along the line, I would stop all advertising for a month or so and spend some real money to see what was wrong."

George W. Hill, president of the American Tobacco Company, closely concerned with the advertising end of his business, had much the same idea in mind when he said in PRINTERS' INK speaking of advertising:

"Always encourage your supplier to give you the best of quality . . . from my point of view proper advertising is quite cheap enough. The results are what count."

How Firestone Paid Off a Debt

The morning this is being written I read in the New York Times that Harvey Firestone, founder of the Firestone Tire & Rubber Company, told a group of business men at Miami how he paid off debts of \$13,000,000 by jumping into the advertising picture himself in the panic of 1921.

"I told my sales manager to go on a vacation," said Mr. Firestone. "Then I placed full page newspaper advertisements in papers in every city in the United States. Within two months I sold 18,000,000 tires and reduced my \$45,000,000 indebtedness to \$32,000,000."

With subsequent readjustments and his own personal, close attention to advertising, he reduced the latter figure to zero in four years. What other way have business men to get out of debt now than by more attention to sales created by advertising?

Until a short time before his death, William Wrigley, Jr., was in direct personal charge of his company's advertising. He was the founder and knew that advertising was 90 per cent of his success. All these founders, by the way, know how important advertising is to the continuing leadership of

(Continued on page 75)

...IN 8 OUT OF 10 COUNTIES
OF THE MASON CITY TRADING AREA
THE DES MOINES REGISTER AND
TRIBUNE LEADS IN CIRCULATION!

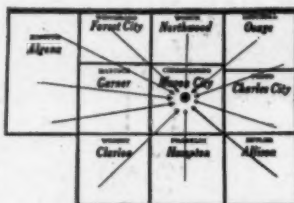
MASON CITY, modern, progressive metropolis of northern Iowa, 121 miles direct north of Des Moines . . . five miles from beautiful Clear Lake, a popular summer playground for Iowans!

Typical Americans, almost to the last man (native whites, 99%), living in comfortable homes . . . still buying the necessities of life, despite somewhat lowered incomes! Mason City's many fine retail establishments are alert to every modern trend . . . offering the "home folks" the newest styles, latest conveniences and the last word in "this or that!"

Mason City is an important jobbing and manufacturing center in northern Iowa. Brick and tile, ce-

ment, meat packing and beet sugar are among the larger industries in this town. Five railroads, bus and truck lines and excellent paved highways make this a most accessible trading center for the 46,986 families living in this productive agricultural area.

The Des Moines Register and Tribune is the leading daily newspaper in 8 out of the 10 counties of the Mason City trading area. (15,531 daily; 17,560 Sunday). Seventy-eight exclusive Register and Tribune carrier salesmen are required to deliver this newspaper to its readers in Mason City, alone!



The excellent coverage of The Register and Tribune in the Mason City area is typical of its effective coverage all over Iowa!

The Des Moines
Register and Tribune

230,221 Daily...A.B.C...208,343 Sunday

IN THREE YEARS OF DE TO AN OUTSTANDING NA

In three years of depression in a highly competitive field, Chase & Sanborn's Coffee has changed from local leadership in a few markets to an outstanding national sales success. A client since September, 1929.

J. WALTER THOMPSON COMPANY
ADVERTISING



OF DEPRESSION, BUILT
 NG NATIONAL SUCCESS



a Swish checks bad breath
(HALITOSIS)

DR. LYON'S
ASTRINGENT
MOUTH WASH



SIXTY
CENT
SIZE

25¢
why pay more?

Of the same high merit as **DR. LYON'S Tooth Powder**

Faith in Tooth Powder Prepares Way for New Product

Advertising Program, Starting This Week, Introduces Another Member of Dr. Lyon Family

F AITH in Dr. Lyon's tooth powder and a copy idea saved that product from a journey that might have ended in the advertising graveyard. New ownership and aggressive advertising not only have turned a declining sales curve upward but they have saved an established trade-name so that when it is extended to sponsor a new product (Dr. Lyon's Astringent Mouth Wash) this week, its sponsorship will be strong and its recommendation respected.

Dr. Lyon's tooth powder was introduced in 1866. Its name became a household word throughout the United States, the business reaching a sales peak in 1922. From that year on, sales steadily decreased about 10 per cent each year.

It was felt that the product was suffering from the handicap of tooth paste competition, with the result that the then owners added a tooth paste to the line, selling both powder and paste.

This was the status in the latter part of 1927 when R. L. Watkins & Company, owners of Watkins Multisified Coconut Oil Shampoo, Glostora and Liquid Arvon, bought the Lyon business for \$800,000. Instead of losing their nerve over the competition of tooth pastes, the

new owners determined to stake their faith on the product which had proved to be a popular item over several decades.

It reasoned that powder was an ingredient of tooth paste and, this being so, the public would respond to the urge to buy and use a dental cleanser that was all powder. Dr. Lyon's brand of tooth paste was not pushed; it was allowed to gently disappear from the picture. Peak sales of this product were about \$150,000, and, when Watkins acquired the business in 1927, sales totaled about \$57,000. For 1932 they ran about \$6,000, indicating that it still has a loyal following.

H. A. Weissman, vice-president and director of sales and advertising of the Watkins organization, was asked if it was possible, in face of the staying powers of the tooth paste, that it might be revived as a companion product. "We can never go back to promotion for the tooth paste," he replied, "and hold faith with our consuming public or the dental profession."

"We have been sincere in our belief that a tooth powder is the most effective and economical cleansing agent. This belief has enabled us to put a fighting hook into

How Big Is The New York Market?

Only as big as the number of New Yorkers who can afford to buy your product. Meaning somewhere between the eleven million human beings who live here and the one hundred thousand families whose incomes exceed \$5,000 a year or the three or four hundred who are still able to roll around in a Rolls or other expensive foreign car.

If your product is necessary to sustain life, by all means be concerned with the number of people who read your advertising. If it is not, it will pay you to be more concerned with the type of people who read it.



The New York Evening Post's New WEDNESDAY GRAVURE SECTION

screens from the city's teeming millions those thousands whose tastes and whose incomes permit the purchase of most of life's luxuries.

WOMEN INTEREST—Special features devoted to the things that interest them.

DIGNITY, PRESTIGE assured through beautiful rotogravure reproduction.

Convenient half newspaper page size permits page dominance at small cost. Sepia or full color (color in full page units only).



New York Evening Post

75 WEST STREET, NEW YORK, N. Y.

Guy S. Osborn
360 N. Michigan Ave.
Chicago, Ill.

J. R. Scolaro
General Motors Bldg.
Detroit, Mich.

C. A. Cow
Globe-Democrat Bldg.
St. Louis, Mo.

our copy, of which the following are typical sales arguments: 'Do as your dentist does—use powder,' and 'Outlasts tooth paste 2 to 1.'"

These appeals have been tested in newspaper copy through the use of coupons. Inquiry costs that were lowered to 32 cents finally were brought down to the low level of 5 cents an inquiry. Mr. Weissman says that this copy will not be changed, that it tells a fundamental story and should be good for ten years, at least. He points to an advertisement used for Liquid Arvon which has been running since 1914 and is as effective in standing up under coupon tests today as it did nineteen years ago.

One thing that the new ownership brought to the support of Dr. Lyon's tooth powder was an organized sales department. Where one dentist previously called on jobbers and department stores, Watkins put a sales staff of twenty-six men who knew the retail drug trade to work. This sales staff introduced counter and window displays and outlined the aggressive campaign which would go to work to restore Dr. Lyon's tooth powder to a position among the leading dentifrices.

Car cards, posters and magazines were used throughout 1928 and sales were the largest in the history of the product. Sales have showed 50 per cent gains each year since. In 1929 a sampling campaign was started among dentists. Pennsylvania was selected as a testing ground. No newspaper advertising was used. Sampling to the dental profession reflected itself in increased sales. The total market was extended to include Indiana, Michigan, Ohio, and Missouri. Again sales showed an increase

over territories where there was no sampling. In 1932 sampling was engaged in nationally and once, every month dentists receive a sample and are told that they can have as many more as they want.

The old ownership in 1927 spent about \$200,000 for advertising using radio among other mediums. Today the company is spending \$600,000, with the possibility of increasing this to \$750,000 if it extends its use of radio. About \$150,000 of the current appropriation will cover the cost of samples.

Introduction of Dr. Lyon's mouth wash, this week, will be taken care of with a separate campaign. Mr. Weissman says that the company has found that to mention more than one product confuses the public. Any push given to one detracts from the promotional strength which should be concentrated on the other with the result that both products, when featured in one advertisement, fail to get the help they should.

The mouth wash has been decided upon as a potential sales builder because the company feels, like Vick, that the public is ready for lower-price antiseptics. Price will be the featured sales argument in newspaper, car-card and radio advertising.

Another hook, which it is expected will get attention and the desired response, is concentrated effort on the purpose and use of a mouth wash as illustrated in the car card reproduced on page 10.

Two Accounts to Skinner

The Realshine Company, Galveston, Realshine shoe polish, and the Houston Ice & Brewing Company, Houston, have appointed the Jay H. Skinner Advertising Agency, Houston, to direct their advertising accounts.

**This advertisement has a
ten-year job**

Sunny Jim Finds His Minny

I pen these lines to Minny Hanff,
For whom I've searched from Maine to
Banff.

But all my letters have miscarried,
Perhaps, Miss Hanff, you've since been
married?

If from the Dumps you'd rescue him,
Please drop a line to Sunny Jim.

NEW YORK newspaper readers, seeing this jingle two weeks ago in the public notices columns of Sunday newspapers, immediately suspected a thwarted romance of long standing. Advertising men thought differently. There was a familiar ring to the jingle itself, as well as the names involved.

When, the following Sunday, this answer appeared, the public doubtless breathed a sympathetic sigh, while the sighs of advertising men were undoubtedly of another variety:

Dear Sunny Jim, your note received.
Or can my eyes have been deceived?
In thirty years is it so strange,
My maiden name from Hanff should
change?

At Hotel Berkley, if he cares,
S. Jim can find his Minny Ayers.

Both Sunny Jim and Minny Hanff are names famous in advertising. Thirty years ago almost everybody who could read was familiar with Sunny Jim, born Jim Dumps, whose startling metamorphosis from a constant state of moroseness to one of sunny optimism was due to his use of Force for breakfast. His exploits were

detailed regularly in sprightly jingles.

Minny Hanff was the creator of Sunny Jim. She was very young at the time, and had come to New York to carve out a living. Her idea clicked and she became one of the first women successes in the creative end of advertising.

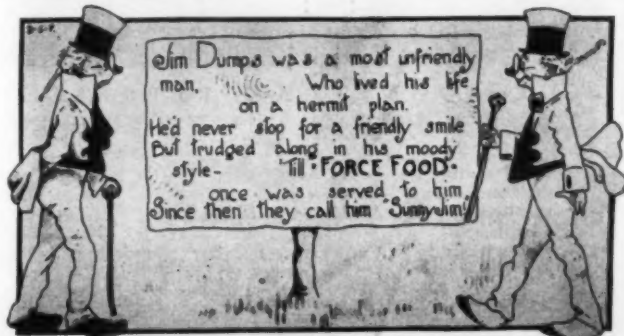
Advertising men quarreled and quibbled over the series. Conservatives called it a waste of money. Others hailed it as a new trend in advertising. The manufacturers of Force said nothing, watched their sales pyramid, continued the series.

Eventually the series was discontinued. Miss Hanff married and dropped from sight.

Recently the Hecker H-O Company, which still manufactures Force, which incidentally has continued to be a "best seller" in Europe, instructed its advertising agency to locate Miss Hanff. This was no easy task. Her whereabouts were entirely unknown. Letters proved fruitless and came back stamped "Addressee Unknown."

So advertising was tried—and it worked.

After publication of the second jingle, Mrs. Ayers was called into consultation with the Hecker company and its agency. And while plans have not yet been announced, there are healthy indications that Sunny Jim is soon to stage a comeback.



This card, which appeared in 1902, marked the birth of Sunny Jim

Mr. Wright Advises a W



THE BOONE MAN REPRESENTS 27 HEARST NEWSPAPERS DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

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Boston
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WEDGE

Statement of Mr. J. Graham Wright, president, Joseph Tetley & Co., Inc., . . . *"watch how one man can move even a heavily laden freight-car, WHEN he gets his wedge into the RIGHT SPOT"* . . .

WE AGREE. The Law of the Lever is as good today as it was in the time of Archimedes . . .

Given the right lever and the right place to put it, he could still move the world.

But in America, 1933, it is of more importance to find the lever, the fulcrum, *and the point of introduction* that will move SALES.

Many have done it . . . are doing it.

They have found that certain markets will respond, *in this or*

any other year, when the unrelenting pressure of powerful newspapers is exerted in markets that *are able* to respond in terms of purchasing power.

The Rodney E. Boone Organization represents 27 of the Hearst newspapers whose plan of operation is built around the potent, result-producing premises of Cooperation . . . not alone through exerting store-door pressure upon merchants, but upon finding the *proper* merchants in the *proper* markets, as well . . .

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
New York

Boston	Chicago	Detroit	Philadelphia
Rochester	Cleveland	Atlanta	San Francisco
	Los Angeles	Seattle	



(Photo by Burke & Koretke)

Photograph of the final session of The Daily News Cooking School held at the Chicago Stadium Tuesday evening, January 31, 1933

A MANIFESTATION OF GOOD WILL

—merely another proof of the good will which The Chicago Daily News enjoys in Chicago. The Ninth Annual Daily News Cooking School, from a standpoint of attendance and interest, was the most successful ever held.

For ten days Miss Jessie Marie DeBoth and Mrs. Edith G. Shuck lectured throughout Chicago to capacity houses—many being unable to gain admission. When the final session was held on Tuesday night, January 31, in spite of a drizzling rain and very disagreeable weather, the Chicago Stadium was filled to capacity.

All of which is just another expression of confidence in The Chicago Daily News—another demonstration of its power—and, incidentally, it goes far to explain why *The Daily News in 1932 carried more display advertising than any other daily newspaper in Chicago.

*Authority: Media Records, Inc.

THE CHICAGO DAILY NEWS

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK CHICAGO PHILADELPHIA DETROIT SAN FRANCISCO

*No business can
succeed without
the good will of
the housewife*

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How Labor Would Restore Buying Power of 11,000,000

Ridiculing Predictions of Calamity and Recognizing Advertising as America's Look Ahead, It Has Definite Program

THE author of this article has long served as spokesman for and interpreter of American labor. He acted for many years as advisor for the late Samuel Gompers.

His recent authorized interview with William Green, present president of the American Federation of Labor, which was published in *Nation's Business* for March, aroused nation-wide newspaper comment. In it Mr. Green told big business that labor had waited long enough, and that now it was going to do things on its own account.

PRINTERS' INK asked Mr. Wright to outline some of the aims of labor in the new Congress. The recent testimony on some New York banking practices gives point to his suggestions about socialization of credit.

While accepting no responsibility for any of the views expressed by Mr. Wright, PRINTERS' INK is glad to print them as a service to the business leaders among its readers, as representing some of the aims and views of labor in the months ahead.

By Chester M. Wright

Editor, International Labor News Service

IF there were no other evidence of the falsity of the technocratic predictions of collapse in fourteen months than the figures on national advertising linage, they would be sufficient.

The February 9 issue of PRINTERS' INK proves in its four-year table that total advertising in all magazines is off only 25 per cent from last year. Newspapers and radio would make this percentage less as compared with 60 per cent losses in steel, worse in coffee and other basic industries. And advertising is America's look ahead. Its faith in the future.

As a matter of fact, a disservice is done the whole business, social and political structure of America by predictions of sudden calamity, particularly when those predictions are founded upon evidence that does not stand up under the pressure of tests.

It is a service to make known what is wrong in order that corrective measures may be applied. It is not a service to doom an entire national structure upon faulty evi-

dence. What technocracy and other dire predictors brought forth was circumstantial evidence and upon circumstantial evidence the verdict was rendered, carrying sentence of death. The rules of physics do not apply to the field of economics and human relations.

It is possible to determine the past speed of light and to project its future arrival at a given point. It is possible to do likewise with a rifle bullet. It is possible to predict the results of the combination of certain chemical substances. It is not possible similarly to predict the future course of men and women, nor yet of machinery that still is under the control of men and women. For men and women may change their minds, alter their courses, or simply lie down and do nothing.

It is safe to say that few of our economists knew or predicted six months ago the amazing rise of the barter movement which now operates in several States; which has its own medium of exchange and for which a national clearing house

has been established. Here is a system within a system. It isn't buying Smithfield hams; it smokes its own. It isn't buying Grand Rapids furniture; it makes its own.

Men and women make or produce such things as they can produce and trade them for other things. Where any circulating medium intervenes it is scrip. It is a sign of the times, but more than that, it is a sign of a continuing ability of the human race to take care of itself, to modify without up-rooting, to "use the old bean" rather than the axe and dynamite.

Perhaps most striking of all the recent proposals for economic change have come from the American Federation of Labor, upon which many professional economists and uplifters look with disdain, but upon which producers, distributors and those who teach the mind to want the varied products of modern industrial wizardry might do well to look with interest, if not with sympathy.

Because a determined legislative campaign is to be waged for enactment into law of certain important changes approved by organized labor, it seems important to know about these proposals.

There is room for the statement that these proposals of labor may come closer to having a vital effect upon merchandising than the spectacular findings of technocracy, many of which have already been shot full of holes.

Labor's Awakening Has Been Slow

The awakening to these proposals of labor has been slow, but that perhaps is because labor in these proposals speaks a language to which its friends and critics have been unaccustomed. However, it is promised that upon the convening of the new Congress bills will be introduced which will bring at least some of them into better focus.

American organized labor does not believe in progress by law, but it does believe in using law to remove obstacles. It believes there must be in industry the kind of cooperation that will permit better functioning and it will seek modifi-

cation of the anti-trust laws. Undoubtedly what labor is looking forward to is a legal condition under which all of the groups and elements within an industry can reach and enforce agreements that will affect the output and price levels in that industry. There is reach and scope to that project, if imagination is but let loose a little bit.

Federal Licensing of Corporations

Again, and swinging over a wide swath, labor comes forward with a proposal for the Federal licensing of corporations engaged in interstate business. Whether this would put all interstate business on a par with the railroads is not yet clear, but labor's aims have been made sufficiently clear to permit some exposition, or explanation. Specifically, it is proposed to license such corporations only under specified conditions.

Again, specifically, it would, under such a law as is in contemplation, be impossible for the late Insull operations to have reached any such tragic climax as was recorded in the flight of the Insulls. In cold blood the purpose is, if it can be achieved, to lay down strict conditions under which corporations may do interstate business and "public convenience and necessity" would have a lot to do with the matter. It is possible that such things as the state of the market, the volume of employment, the hours of labor and the state of competitive commodities might be taken into consideration.

It is pointed out that the right to license carries with it the power to revoke licenses and that is exactly what labor spokesmen say is contemplated. They are driving at something of radical nature and they say they have ceased to fear radical steps, if they are sure the radical steps are right.

Federal licensing of corporations in the interstate field merely begins a program of legislative action calculated, not to throw the mantle of Government over business, but to take off of business the mantle of financial smotheration, as labor explains it. Maybe it will not or

would not work out that way, but that is labor's purpose as its spokesmen state it. If it comes anywhere near success it will have an effect on selling, marketing and consuming that warrants the closest study by all who are engaged in those occupations, which includes nearly everyone.

A Social Control of Credit

Something approaching social control of credit also is sought. Credit today is largely in the hands of banks. In fact it is almost entirely in the hands of banks. There is relation between that statement and the fact that some twenty-four New York banks hold some 3,000 directorships in various corporations, at least a goodly part of which are manufacturing and merchandising corporations.

Within the past year labor has whipped up almost a frenzy of hostility toward the great banks—not toward the home town bank in Oskaloosa, but toward the great New York banks which have averaged dividends of 16 per cent during this year of all-time peak unemployment and reduced consumption of goods.

Labor believes there is a relation between unemployment and the way these banks have managed credit. One of its leading economists and investigators has made a profound study of banking relation to industry. He is John P. Frey, a most careful searcher. His voluminous findings have been laid before President William Green of the American Federation of Labor.

Such of his material as I have seen makes technocracy pale when it comes to sensational findings. Eventually this material will find its way into the archives of Congressional committees. It will be used to back labor's proposals for changing the control of credit. Men who sell may find their work profoundly affected by the tabulations of this man who has grown gray in a lifetime of fact-hunting for the trade unions.

There can be no question that great changes are in store for the world of production and distribution. I do not suggest that every

man concerned with selling should at once seek to become an expert economist with the nation as his field. I merely suggest that profound and vast changes seem to be in the making and that it will not be a bad idea for those who can do so to keep themselves informed as well as possible.

As for labor, what it is trying to do is to bring some eleven million Americans back into the market as customers. It isn't looking upon them as customers. It is looking upon them as human beings who are hungry, but the moment they begin to feed themselves they will be customers, as merchants will see them.

If these eleven millions can be turned into customers they will go far toward replacing lost export markets. But much more important than that, democracy will have vindicated itself. It will have proven that the ingenuity of democracy, with the opportunities afforded by its free instructions, can meet crises and conquer them. That would seem to be worth while.

Thirty-Hour Work Week Proposed

Something else is being proposed. It is the work-week of thirty hours. Statistics are far from accurate, but the best figures seem to indicate that universal adoption of thirty hours as the maximum work-week would put perhaps two-thirds of the unemployed back at work, earning wages and building up buying power.

That is labor's proposal, but when Congress seriously considers enactment of a law for that very purpose, when it considers a proposition to order industry to proceed full-speed ahead, with the Government indemnifying it for losses and when it considers a proposition to almost similarly indemnify agriculture for its losses, it will be seen that the idea of creating a market through employment has ceased to be the project of a single group.

Technocracy, which seems to have blown up from an overload of improperly mixed dynamite, saw a new social structure. These other proposals contemplate readjustment of the present structure—something

that the average man can get his teeth into and find sustenance in.

It is none of my purpose here to suggest that anybody should support anybody's proposals. It is everybody's duty, however, to know what efforts are being made to bring back into the market as purchasers of Premium bacon, Land o' Lakes butter, Regal shoes and General Motors automobiles that staggering proportion of our free people who today have no nickels jingling in their jeans, who have no credit, no jobs and almost no hope.

Added to the proposals of labor, to complete the picture, is a demand that the average wage rate must be materially raised. President William Green believes America can pay an average wage of \$5,000 a year without batting an eye. Perhaps he looks at those bank dividends and at the nation's enormous burden of interest and sees a need to cut away a large slice of it for diversion into wages, where it would be spent for commodities and then turned back into wages. The average wage of last year was, I think, \$1,308 or \$1,340 and the lower brackets out of which that average was made were in the span from \$300 to \$400! Not much advertising pulled anything out of that bottom group. There are a lot of commodities forever barred to men earning under \$1,000 a year—barred as though by an impassable wall.

Labor looks at the dismal picture of low wages and unemployment and wants to create jobs and raise wages. It wants to do that within the present industrial, political and social structure. President Green issues battle cries, but would prefer co-operation. So would every

leader worthy of the name. What these men see as better living conditions for the masses is the same thing the manufacturer and the merchant see as more sales of better goods in wider varieties.

If there are some signs of improving business, so much the better. If some of the great railroads begin to pull up out of the doldrums so much the better. But nothing has as yet happened to make unnecessary a vast concentration upon the problem of recovery, which is also the problem of finding a way to create in America a market that shall include every American who is not a downright bum and loafer.

These proposals of labor have been called moderate. As a matter of fact that seem to be far-gauged and to look down the road a long way. They propose very drastic readjustment. But there has already been drastic readjustment, readjusting eleven million out of jobs, spreading havoc in the world of business, knocking the values out of properties, writing red across ledger books and blue across furrowed brows. What a cheering and welcome thing a vast new market would be!

Looking across the world of depreciated currencies, lower standards than ours, turmoil of all sorts, the future market of America seems to be in America. If labor thinks that way, perhaps it may look for more company than it has had in many of its proposals. Certainly there is reason to examine a program which calls for putting men in jobs and wages in pockets.

A 200 per cent dividend doesn't go to the grocery store, the clothing store and the butcher shop, but a \$50 pay envelope does.

Orange Crush to Thompson

The Orange Crush Company, Chicago, manufacturer of Orange Crush and other beverages, has appointed the J. Walter Thompson Company to handle its advertising.

Heads Walker & Company

Clarence D. Blessed has been elected president and general manager of Walker & Company, Detroit, outdoor advertising.

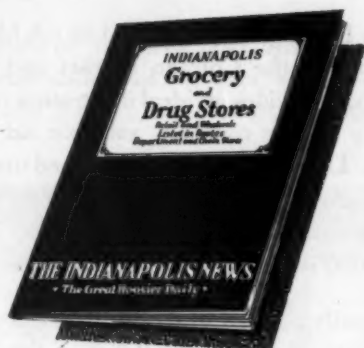
Has Book Account

The Modern Library, Inc., New York, publisher, has appointed Schwab and Beatty, Inc., of that city, to direct its advertising account.

Joins Ultra Class Group

Charles Palmer, formerly with the Condé Nast Publications, has joined the staff of the Ultra Class Magazines. He will be located at the Boston office.

It's Ready!



The News 1933 Route List of Indianapolis Grocery and Drug Stores

Salesmen find this route list indispensable in covering Indianapolis effectively. It contains a classified list of all retail Grocery and Drug Outlets, together with Grocery and Drug Jobbers, arranged in routes. Department and Chain Store buyers are also included. Copies may be secured *without cost* by present and prospective advertisers from the Merchandising and National Advertising Departments of The Indianapolis News.

This is one of the services furnished General Advertisers by The Indianapolis News.

THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIIUS

New York

Chicago

Dan A. Canoll, 110 E. 42nd St.

J. E. Lutz, 180 N. Michigan Ave.

SALES DIVISION 13 PRO

Sales Division 13, as defined in "A Manual for Sales Control of the Chicago Market and Other Market Areas," provides an ideal illustration of the Manual's ability to give constant, valuable aid to sales executives. Division 13, a self-contained market as large as Springfield, Illinois, contains 19,605 families with an annual income of \$75,175,386, of which \$40,544,000 is spent in the Division's retail stores.

A goodly portion of that \$40,544,000 is spent in the drug stores of Division 13—but the drug advertiser who depends on chains alone for his Chicago sales *isn't getting any part of it!* For among the scores of facts in the Manual about Division 13 is the important disclosure that it contains *no* chain drug stores.

Thus forcefully can the immense value of "A Manual for Sales Control of the Chicago Market and Other Market Areas" be demonstrated. Guided by its vast store of vital data, a sales executive can determine where special pressure must be exerted upon independent outlets to make a division profitable, where chain store coverage reduces the need for independent pressure. He can check actual against poten-

CHICAGO AM

a good newspaper now in its TWELFTH YEAR of circul

National Representatives: RODNE BOO

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tial sales in each of 54 Sales Divisions, guided by income and retail dollar volume data, and efficiently and economically balance sales effort against sales resistance.



A phone call or letter to the nearest Boone office or this newspaper will bring The Boone Man and the Manual in prompt response to any responsible request for information.

AMERICAN

of circulation leadership in Chicago's evening field.

BOONE ORGANIZATION



Photo by Criterion Photocraft

Herring by the Boatload

A Self-Contained Counter Display, This Package Is Building New Distribution

AN ingenious miniature fishing smack of cardboard carries cargoes of Icybay smoked herring to market for the Slade Gorton Company, Chicago. Appropriate container, counter display piece and magnet for children, all in one, this new package is widening the company's distribution and creating new users for the product.

As it reaches the dealer, the package is a small flat box, pointed at one end. This is the hull of a boat which is completed by folding out the top of the package in accordance with instructions printed there. By that operation one "hoists sail" and the result is a colorful fishing sloop after the best Maine tradition.

The good ship "Mary Jane," as an inscription on the prow informs you is the name, is completely fitted out with red and green sailing lights, anchor, planked deck and genial one-man crew. The "catch" is down in the hold, securely wrapped in transparent cellulose.

In this manner, each individual package is its own salesman in a more than usual degree. Placed on the counter in full sail, the unusual design catches the eye and at the same time interprets and directs attention to the contents within. It goes without saying that the re-use

application of the package suggests itself very readily to the younger generation and that the product is gaining their enthusiastic and welcome support.

"The new package has proved a real stimulus toward opening up distribution that we never could get before," says Slade Gorton, president of the company. "We have also been able to get into the New York market, where freight charges had previously made it impossible to compete with Eastern distributors."

"It is also helping to attract new consumers of smoked herring. In the past the product has principally been bought by the older people. The new presentation is introducing smoked herring to younger buyers."

Further, the new package is opening up new channels of retail distribution. Previously smoked herring has been sold principally through fish stores and delicatessens. Now it is securing entry into grocery stores.

The package sells for 10 cents. With each the dealer receives a red cardboard disk carrying the brand name and price. This fits onto the top of the sail to complete the counter display.

The new package as it appears in full sail and also closed is shown in the illustration above.

Employee-Salesmen

How to Stimulate and Administer a Merchandising Activity That Is Proving Its Worth These Days

By Victor F. Lawrence

Of Daniel Starch & Staff

[EDITORIAL NOTE: The author of this article has worked closely for five years with one large company that has been successful with employee sales plans. In his work he has also studied the plans of a number of other companies that have put their employees on the sales force.]

THIRTEEN thousand automatic refrigerators were sold by one large company in six weeks with approximately 6,000 employees participating in the campaign, which was one of a series of short ones conducted during the last seven years. In another one of the campaigns, 5,000 employees sold 262,000 lamps in six weeks. A permanent employee sales plan was recently adopted by this company and in its first five months produced over a half million dollars in sales, with a record of increasing velocity month by month.

The two keynotes to the success of these, and other successful employee sales plans, are organization and administration, and the greater of these is administration.

Every employee sales plan uncovers some phenomenal individual achievement. Given the proper material to work with, these wheel horses will always take care of themselves. It is enlisting the great rank and file that requires the best organization and administration ability available.

It is necessary to start from the top of a business and sell the employee plan down the line with no omissions through the most minor executive. This is a long step in the right direction. Employees soon sense if the boss isn't 100 per cent back of the plan. Over \$2,000,000 worth of business was produced by a group of employees in a five weeks' campaign. Six months later the same group of employees produced only \$1,000,000 worth of

business in a ten weeks' drive. Management did not get as fully behind the second campaign.

Organization may set up the machinery for adequate administration. But this doesn't always assure proper supervision of the employees. Many an employee sales plan has been disappointing because of failure to recognize this fact.

Assuming that everyone is going to get behind the plan 100 per cent at once is a serious mistake. Many employees, and even responsible executives, strange as it may seem in these business-less days, will not put their shoulder enthusiastically to the wheel. Such lack of co-operation most often occurs at the most important point of the organization—among department heads who are directing and supervising the activities of the employees.

What about Old Bill Jones?

At the head of the bookkeeping department we find good old loyal Bill Jones. Been with you ever since he was a boy—is one of your most trusted employees. Of course Bill will get behind the plan. But will he?

Bill may have an employee complex. He knows that the firm is working short-handed, that the "share-the-work plan" notwithstanding, every member of the department is doing more than he ever did before, and, what is probably more important to him, getting less for it. Now the company tells Bill that as head of his department it is his responsibility to get his men out selling in their spare time. Bill thinks it isn't right, but he won't tell you so. Bill is your first problem.

Over in the credit department is Joe. He has been with you almost as long as Bill. Joe expresses enthusiasm for the plan. But a few weeks after the employee plan is

put into effect we find Joe's group down at the bottom of the list.

Joe, we find, is so constituted that he just can't instruct and inspire people in sales work. As a matter of fact, he probably has a holy horror himself of asking people to buy something. He is sincerely for the plan, he realizes the need for it. Joe is your second problem.

No amount of organization will take care of these situations except as the organization provides for selling the plan to men like Bill or for assistance in administering the plan for men like Joe.

An Executive Plan Committee Helps

Everyone in the organization will at least recognize the importance of the employee plan, if it is headed up by a high official. Some companies accomplish this by calling it "The President's Plan." A plan committee made up of important executives who are responsible for the actual planning and operating of the activity further adds to its importance in the minds of the employees and definitely places responsibility for its success. Responsible to the plan committee are the department heads and responsible to the department heads are the employees themselves.

The plan can be most successfully introduced to the department heads at a mass meeting presided over by the executive head. The plan should not only be presented but sold, along the same lines a product is sold to dealers. This is followed by a personal call either by the executive head or his representative on the plan committee at the offices of the various department heads to supplement the material presented at the meeting. Such a procedure usually takes care of the "Bills."

A mass meeting of as many employees as it is possible to get together has proved most effective in introducing the plan to the rank and file. This generates enthusiasm and is also impressive. For the purpose of actual operation, however, small groups have been found to be much more effective as they give employees an opportunity to ask

questions and tell about their experiences. Participation of employees in meetings increases the participation in sales work.

It is best to limit these work units to about twenty employees. These units represent departments or, in the case of a large department, several units. This brings up again the subject of our friend Joe, who is the head of the work unit represented by the credit department and, as we have seen, is not doing so well.

Joe needs help. Therefore, there is appointed, as assistant head of each work unit, one of the regular salesmen, or a specially trained representative. In some organizations one salesman will act as advisor to several teams. A department head calls his meeting to order and gladly turns the reins over to the assistant. The dignity of the department head is upheld and the work unit receives proper instruction and inspiration.

Enlisting Regular Salesmen

Enlisting regular salesmen in the plan assumes that employees are turning in leads rather than completing the sale. Whether the employee can actually sell the product depends pretty much upon its cost. In many cases employees have not only successfully sold high-cost products but have secured large orders for them.*

There are several angles to the question of whether the employee shall be allowed to complete the sale. Will the average employee, by his lack of training in the art of closing, spoil what he had developed into a promising prospect? Or, is it best to take this risk on the basis that the prospect is more easily closed when he first indicates his interest?

This problem works itself out pretty well under a plan which has for its principal objective securing prospects, allowing at the same time those employees who wish to do so an opportunity to close. Generally those who can will, and those who can't will turn in pros-

*See "35,000 Employees Make \$6,000 Sales in Two Months," July 14, 1932, issue of **PRINTERS' INK**.

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pects. One of the strongest arguments for making an employee activity a prospect plan is the reaction of employees. A large majority, if told to sell, will just fold up. Getting prospects, however, is a different story. Some organizations have gone so far as to tell employees that they are not to sell. This may be the best policy for enlisting a large per cent in the employee plan. It also provides the employee with an excellent answer for the prospect who accuses him of trying to sell something. He can respond with absolute honesty that he couldn't sell anything even if he wanted to.

Frequent and regular meetings maintain interest in the plan and assist employees in improving their technic through the exchange of ideas. A regular schedule of meetings also encourages the employee to organize his own sales work on a regular schedule.

Meetings of the work unit heads on a regular schedule under the person or persons directly responsible for the plan are extremely important. These are the key men and they must be furnished with adequate instruction and new and helpful material to pass on to the employees if interest in the plan is to be maintained. The work unit heads are the link between the management and the employee and upon their effectiveness as directors of the employees the plan will stand or fall.

Shall participation in the plan be limited to certain groups of employees or shall all be included? An analysis of six employee campaigns shows no particular type of employee that consistently had a better record. The final report of

one campaign showed the accounting department with 483 per cent of quota and the transportation department with only 31 per cent; while, in another office, transportation was far out in front of all other departments with 173 per cent of quota and the accounting department brought up the rear with 16 per cent.

The wide discrepancy was undoubtedly due to a similar discrepancy in the ability of the work unit heads to inspire and instruct their employees.

The problem of securing wide and active participation among the employee groups is mainly a matter of human nature. To one it's loyalty, to another it's an opportunity to shine, and to still others it is the bonus check in the pocket.

An employee plan should, therefore, provide these three incentives if every one is expected to join in. The appeal of job insurance has proved universally effective in promoting wide participation.

Newspaper advertising and direct mail support for the employee activity are worthwhile if only for their effect on the employee. The support of the management is demonstrated when the employee sees a large advertisement in the paper announcing to the public that "one of us will call on you to tell you about the latest gadgets our company is producing."

Short campaigns have been attempted without advertising with disappointing results. In one instance where previous campaigns had always been supported by advertising it was the lack of advertising undoubtedly which led employees to believe that it wasn't much of a campaign anyway.



Canada Dry Ready for Repeal

Canada Dry Ginger Ale, Inc., has been authorized by its board of directors to make plans for expansion in the event of repeal of the Eighteenth Amendment. Incorporation of a subsidiary has been authorized which, under the name of the Canada Dry Sales and Import Company, would act as manufacturers' agent and wholesaler of ales, wines and hard liquors to the 410,000 retail outlets that handle Canada Dry soft drinks. P. D. Saylor, president, states the new subsidiary's business would be administered independently of the ginger ale business.

Ditzell Heads Majestic Sales

John F. Ditzell, formerly assistant vice-president in charge of refrigeration of the Grigsby-Grunow Company, Chicago, Majestic refrigerators, radios and tubes, has been made assistant vice-president and general sales manager. Harry Alter, formerly manager of the Northern Illinois division office, has been made assistant general sales manager. W. G. Peirce, Jr., formerly assistant vice-president in charge of radio, has returned to Peirce-Phelps, Inc., Majestic distributor in Philadelphia, with which he was previously associated.

Industrial Copy Is Trending Toward the Specific

There Are Certain Guide Posts to Follow if the Copy Is to Do Effective
Job Under Present Conditions

REEVES PULLEY COMPANY
COLUMBUS, IND.

Editor of PRINTERS' INK:

Do you have any information on the trends in advertising copy appeal—industrial copy, particularly—during the last three years? That is, has there been in general a trend from, say, institutional appeals to examples of specific advantages and economies, or from purely reminder copy to featuring of design and construction improvements and developments?

REEVES PULLEY COMPANY.

DURING the last three years there has been a very definite trend away from institutional appeals to examples of specific advantages and economies. The tendency is sound and is based on good, economic principles.

In a recent article in *PRINTERS' INK*, "Stage the Technical Copy!" [February 2, 1933] William E. McFee, chief copy writer, The American Rolling Mill Company, suggested six principles which will rescue industrial or business-paper copy from deadly monotony.

These principles, summarized, are:

1. Delve deeply and explore widely for the facts about the product.
2. Study salesmen's reports.
3. Develop a nose for news; that is, look for sales points from everybody to whom you talk.
4. Talk with your own purchasing agents, your own superintendent or any engineers—or anybody who is interested in the same things as

the man whom you are trying to interest in your advertisement.

5. Search for specifics among users and could-be users of your product.

6. Having gained the information desired, write the copy so that it is as original as possible and as different from anything that your prospects may be reading as you are able to write.

Several advertisers who have changed from institutional to specific types of copy, in line with the general trend, are complaining that they do not seem to get the results that they expected.

In the first place, a number of them in making the change show that they do not thoroughly understand the essentials of writing specific copy.

Secondly, a number of companies are using the same specifics today that they used three or four years ago. Vast changes have taken place in markets and in sales appeals with the result that an appeal that was perfectly good in 1927 or 1928 has no value today.

Specific copy requires a lot more imagination and a lot better writing than institutional copy. This is a fact that is often overlooked by the embryo Conrads who sit themselves down to write specific copy with the idea that they are demeaning themselves and delaying by that much more their opportunity to write a great American novel.—[Ed. *PRINTERS' INK*.

"Herald Tribune" Appointment

John B. Woodward, Inc., which represents the New York *Herald Tribune* in the Detroit and Chicago territories, has also been appointed its national advertising representative on the Pacific Coast.

Joins Tuckett, Ltd.

H. R. Rutherford, formerly promotion manager of the *Toronto Mail and Empire*, has joined the advertising staff of Tuckett, Ltd., Hamilton, Ont., cigarettes, cigars and tobacco.

Fred Black Leaves Ford

Fred Black has resigned as advertising manager of the Ford Motor Company, Detroit. He had been with the Ford organization for fifteen years, starting as business manager of the former *Dearborn Independent* in 1919. He was appointed Ford advertising manager in 1928.

Death of E. H. Mack

Egbert H. Mack, publisher of the Sandusky, Ohio, *Star Journal and Register*, died last week, aged fifty-one.

Advertising Agency—1933

Day-by-Day Highlights in a Service that cannot be Standardized

DISCOVERED . . .

A Maternal Instinct in Fashion

MAYBE it wasn't maternal at all. Maybe it was just the little girl that lurks in every good little woman. But some very active instinct was touched by our soap-sculpture-dolls-to-introduce-a-new-fashion-yarn . . . Du Pont Acele. And that instinct, believe it or not, sold over 50,000 Acele dresses for one manufacturer. It was what they call a "smash hit" in the dress trade.

But Du Pont, who makes Acele



yarns, got a laugh out of it for quite another reason. Hard-boiled mill men, weavers, converters, cutters, retailers . . . people who had had the chance to buy Acele for two years . . . suddenly developed a "maternal in-

stinct." Lo and behold, the soap-sculpture-dolls-to-introduce-a-new-fashion-yarn even made *them* stop. They read the story. They even learned how to pronounce the name correctly. And furthermore, they bought. In fact, they are pushing Du Pont production to capacity right now.

New Laundry a Success

PERHAPS you read some time ago about the ice company that entered the laundry field. After the first few wisecracks, everyone realized the wisdom of this idea of President Charles C. Small of the American Ice Company. Here was a company not only protecting its present volume, but reaching out for new markets.



It's no secret that the new Knickerbocker Laundry, operated by a subsidiary of American Ice Company, is a success. BBDO has had the interesting part of helping in sales and advertising plans from the day the Knickerbocker Laundry opened for business.

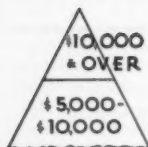
BATTEN, BARTON, DURSTINE & OSBORN

INCORPORATED

ADVERTISING

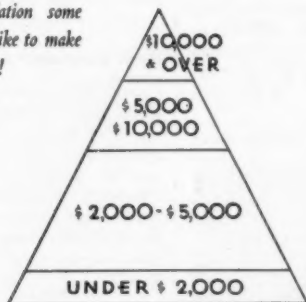
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PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building



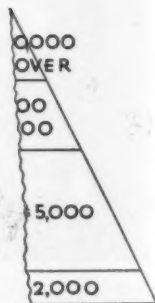
FALLACY

This chart represents the distribution of circulation some newspapers would like to make you think they have!



MARKET

This chart represents the distribution of incomes among families in the New York City market.



FACT

This chart is an approximate representation of the distribution of circulation that every newspaper has. You cannot confine readers to income classes!

CIRCULATION IS VERTICAL

... distributed through all income groups

**NOT
HORIZONTAL**

... not confined to any one income group



IT is about time advertisers became more cognizant of the elementary fact that circulation comes from bringing together people of the same interests—not the same incomes!

THE  NEWS

New York's Picture Newspaper

... The News has more than 1,400,000 circulation each day ... because it interests more people than any other New York newspaper ... more people in every income class!

Style Note for Noses

TAKING as its theme the fundamental purpose of face powder—"to end unlovely shine"—Houbigant in its new campaign has interpreted this purpose in an interesting tie-up with current fashion. In silks and dresses this year the style note calls for dull finish and these two words have been chosen as the theme of the new copy. "Dull finish"—the style note of the year, in silks and dresses . . . and forever the style note for noses!" expresses the tie-up that the copy is making.

Not only has this tie-up made an interesting copy theme but it has suggested a timely window display to several department stores who have featured the product against a background of the new silks and dull finished cloths.

Rotogravure advertising in approximately twenty cities is being used for the new campaign in addition to theater program and class magazine advertising in New York. This campaign represents a new stress on this advertiser's face powder which up until now has not been as consistently featured as Houbigant perfumes. The fact that the tax on the product is also brought out in connection with the \$1 advertised price.

With Goodrich at Akron

V. C. Carr, formerly district advertising manager at Boston of the B. F. Goodrich Company, has taken up special staff duties at the Akron office. L. T. Greiner, formerly district advertising manager at Kansas City, has joined the sales promotion department at Akron.

Joins Thompson

Helen Giller Grant has joined the copy staff of J. Walter Thompson Company, New York. She was formerly with the Byron G. Moon Company and B. Altman and Company.



DULL FINISH
*flattering as candlelight
to your complexion*

It's candlelight, advertising, that tells you your complexion has never looked so well . . . and you're a beautiful girl, that you might capture this magic, and so never, for always . . .

Houbigant, too, does it for you—definitely, in the Dull Finish of famous Houbigant Face Powder, the real history of gentle candlelight.

The famous Houbigant secret—blend diamonds all day—for it attracts light and never reflects it, whether you feel the sun's direct rays or the moon's brilliance in the evening glow.

When you feel on Houbigant Face Powder, you feel your power in leadership—a real little beauty in which the powder plays no visible role. The Dull Finish creates and brightens your

make-up, your hair, the very sparkle of your eyes. Candlelight glamour becomes a fading part of your makeup for Houbigant Face Powder adorns in the calm grace of your skin and thus as well as to your appearance or dress, cheeks, neck and shoulders.

NOW \$1.00 (the smallest in the line)

You can purchase Houbigant Dull Finish Face Powder at all department and drug stores in the six shades that comprise the full range of skin tonacities: see Rachel Frow (Dark Rachel), Rachel Gray, Sunlight Rose, Blanche (The bluish Houbigant colors), Quimper Flower and Ideal. Look for the famous "dove" label! See—the symbol of exquisite Houbigant Regence.

FACE POWDER
HOUBIGANT

"Dull finish gives moonlight glamour to your skin!" and "Dull finish flattering as candlelight to your complexion" are two of the headlines used in the series. The words "dull finish" in these headlines have been given a shadow effect to carry out further the advertising copy idea.

New Dry Goods Magazine

Styles and Selling is a new monthly publication in the dry goods and department store field, established by P. H. Nealey. He had been president of the Pacific Coast Publishing Company. Offices are at 310 Sansome Street, San Francisco.

Cleanser to Anfenger

The Roy C. Sutton Manufacturing Company, St. Louis, maker of Surj household cleanser, has appointed the Anfenger Advertising Agency, Inc., of that city, to direct its advertising account.

Inland Newspapers Demand Pay for Radio Programs

Listings Should Be Treated as Advertising, Not News, Association Resolves

BEING adjudged devoid of "sound reason" for free-of-charge treatment as news, daily listings of radio programs in newspapers were legislated to a paid advertising status by the Inland Daily Press Association in its meeting at Chicago last week. With but one dissenting vote, the membership, representing 245 Middle Western newspapers, adopted a resolution declaring that "in the future programs should be published only when offered as advertising matter to be paid for as other advertising matter is paid for."

This action followed a report on broadcasting relations presented by E. H. Harris, publisher of the Richmond, Ind., *Palladium-Item* and chairman of the Inland's radio committee, who asserted that while radio undoubtedly has its legitimate place, the finding of that place is naturally resulting in encroachments on other fields. Mr. Harris is also chairman of the radio committee of the American Newspaper Publishers Association.

Regarding contributions of newspaper space toward building interest in radio programs, Mr. Harris asked this question: "Would any publisher print a column in his newspaper listing the outstanding articles in the current magazines, or would he print a directory setting out where a reader could find the most attractive billboards in his city?" There is no more reason why radio program listings should be considered as having intrinsic news value, he declared.

A second phase of the radio discussion concerned the "promiscuous" broadcasting of news which, as Mr. Harris put it, "is seriously depreciating the value of the newspaper's chief asset in the minds of listeners." It was brought out that in many cases this procedure involves "lifting" news that belongs to newspapers and using it to in-

crease public interest in favor of the radio as an advertising medium.

A resolution was presented expressing opposition to the wire press associations permitting the broadcasting of news gathered by them. After a sharp debate it was tabled until the May meeting by a margin of just three votes. The opinion of the majority was that no action should be taken prior to the annual meeting of the Associated Press in April.

Eying recent attempts on the part of certain chain stores to exercise coercion in connection with their advertising contracts (particularly with regard to advertising rate structures) the association appointed a committee at its October meeting to eliminate friction and increase understanding on matters of mutual interest.

Newspapers and the Chain Store

J. S. Gray, chairman, presented a study of the situation which is being placed before chain officials. The report outlines fully the philosophy of newspaper rate making and describes the fundamental aspects of the newspaper's relationship to the current merchandising problems of chain stores. Attempts to "discipline" newspaper management, it points out, tend to alienate those newspaper services beyond the mere printing of advertising copy which are of important merchandising value. It further suggests that continual disregard of community relationships, in which each individual newspaper plays a leading part, cannot help but affect the chains adversely.

The farmer's depleted purchasing power was a third major concern of the meeting. Frederick E. Murphy, publisher of the Minneapolis *Tribune* and chairman of the Inland committee on agriculture, and John Brandt, president of Land O' Lakes Creameries, Inc., outlined a

Federal farm relief plan which has been devised by farmers and business men in the Northwest and which was presented to the Senate and House agricultural committees later in the week.

This plan provides for Government leasing of a percentage of any farmer's acreage which he may voluntarily offer to permit to lie fallow. W. R. Ronald, Mitchell, S. D., *Republican*, presented the case for the voluntary domestic allotment plan.

C. R. Butler, Mankato, Minn., *Free-Press*, was elected president of the association. He succeeds A. O. Lindsay, Quincy, Ill., *Herald-Whig*, who was made chairman of the board of directors.

Verne E. Joy, Centralia, Ill., *Sentinel*, was elected first vice-president. Other vice-presidents are:

Canada—H. B. Burgoyne, St. Catharines, Ont. *Standard*; Colorado—Charles Hansen, Greeley *Tribune-Republican*; Illinois—Fred A. Sapp, Ottawa *Republican-Times*; Indiana—Gard-

ner J. Thomas, Marion *Chronicle*; Iowa—Lee P. Loomis, Mason City *Globe-Gazette*; Kansas—John Redmond, Burlington *Republican*; Kentucky—E. C. Mitchell, Paducah *Sun-Democrat*; Michigan—T. O. Huckle, Cadillac *News*; Minnesota—William F. Henry, Duluth *News-Tribune*;

Missouri—W. J. Sewell, Carthage *Press*; Montana—O. S. Warden, Great Falls *Tribune*; Nebraska—Frank D. Throop, Lincoln *Star*; New York—G. B. Williams, Geneva *Times*; North Dakota—Norman B. Black, Fargo *Forum*; Ohio—Z. H. Deming, Warren *Tribune-Chronicle*; Oklahoma—J. H. Bixby, Muskogee *Phoenix*; South Dakota—Charles H. J. Mitchell, Huron *Huronite*; Utah—J. F. Fitzpatrick, Salt Lake City *Tribune*; Wisconsin—H. L. Davies, Appleton, *Post-Crescent*.

A. M. Clapp, Clinton, Iowa, *Herald*, and Linwood I. Noyes, Ironwood, Mich., *Globe*, were elected vice-chairman and secretary of the board of directors, respectively.

New directors are: H. S. Davies, Minot, N. D., *News*; J. S. Gray, Monroe, Mich., *News*; and Mr. Lindsay. John L. Meyer was re-elected secretary-treasurer.



Adds New Accounts

Needham, Louis & Brorby, Inc., Chicago advertising agency, has been appointed to direct the following accounts: Walter Booth Shoe Company, A. F. Galun & Sons Corporation, Sengbusch Self-Closing Inkstand Company, Trackson Company, Tharinger Macaroni Company, and Weisel & Company, all of Milwaukee; and the Meier Ice Cream Company, Waukesha, Wis. The accounts will be handled through the agency's Milwaukee office.

Death of I. F. Paschall

Irvin F. Paschall, head of the former Paschall Company, Philadelphia, died last week at the age of fifty-two. Mr. Paschall was a former president of the Poor Richard Club and at one time was advertising manager of *The Farm Journal*. He was at one time vice-president of the J. Roland Kay Company, Chicago. He is survived by a son, W. L. Paschall, who was associated with him in the advertising business.

Lee Joins Business Bureau

David D. Lee, until recently with the New York office of *Woman's World* has joined the staff of National Better Business Bureau, Inc., in that city.

Appoints Hutchison

The *Journal of Chemical Education*, Easton, Pa., has appointed the Ewing Hutchison Company, Chicago, as its Middle Western advertising representative.

Now Sarra-Harrer, Inc.

Following the recent affiliation of Valentino Sarra with Color Photography, Inc., Chicago, its name has been changed to Sarra-Harrer, Inc.

Fidelis Harrer is the other principal. Robert G. Risley, former sales manager of Plumer, Inc., and P. D. Bennett, formerly with Wolff-Coleby Studios, have joined Sarra-Harrer as contact men. Gordon Coster, formerly with the Lawson Studios, has joined the creative staff.

C. W. Curts Appointed

Charles W. Curts, formerly with the J. Walter Thompson Company at New York, and sales and advertising manager of Pinaud, Inc., has joined the General Scientific Corporation, Chicago. He will serve as advertising manager of the Q. R. S. Neon, Graf Lens and Lumatron Vacuum Products divisions, as well as sales manager of the Q. R. S. Neon division.

Death of A. W. Little

Albert W. Little, president of the Stetson Shoe Company, South Weymouth, Mass., died last week at Orange, N. J., aged sixty-three. He had been with the company for the last thirty-five years.

Joins "Marine Review"

Robert D. MacMillan has been appointed Eastern manager at New York of the *Marine Review*, Cleveland. He was formerly with Batten, Barton, Durstine & Osborn, Inc.

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Spencerian Adds New Product

75-Year-Old Company, Continuous Advertiser Since 1860, Brings Out \$1.50 Fountain Pen

EVER since the fall of 1860, two years after its start, the Spencerian Pen Company has been a consistent and continuous advertiser. F. T. Blakeman, president of the company, is a grandson of the founder, B. B. Blakeman, who purchased the right to use the name "Spencerian" from the four Spencer brothers.

Originally called Iverson, Phinney, Blakeman & Company, founded to manufacture Spencerian pens, the company took its present name in 1890.

Many an oldster remembers learning in school the fancy flowing Spencerian style which was transformed by the public school system into the present off-shoot of the old style.

The typewriter and the fountain pen, both backed by large numbers of aggressive companies amply financed, came into the market to grab their lion's share of the writing business. For that reason the casual or uninformed might think that the old pen companies have been practically forced to the wall. Such is not the case, however, for several companies selling only the old-fashioned steel pen kept going steadily ahead. Their market was great banks, railroads, giant corporations, which buy pens to the tune of 5,000 to 16,000 gross a year. Selling a product which retails at approximately 1 cent apiece was quite a job, but it was done successfully by the consistent small space advertising of the old concern.

Mr. Blakeman, president of the company, told PRINTERS' INK several months ago: "During the long history of this company no one in the management has ever considered the advisability of cutting off all contact with the trade. Why then should we ever consider the plan of cutting off all contact with the public which buys from the trade? For just that, as I see it, is what the advertising manufacturer does who stops advertising."

It was somewhat of a surprise to many old-timers who thought Spencerian would always stick to the 1-cent steel pen, to discover a few months ago that the company had brought out "The Spencerian

SPENCERIAN THE BEST PENS THEN



AND BETTER NOW

Spencerian Fountain Pen

\$1.50

14kt. solid gold nib.
Hard iridium tip.
The Spencerian
smooth writing
was famous for
75 years. With
all the features
of an expensive
fountain
pen, but
leading
the field
in 1933
retail.



Steel pens in
every type of
point.

SPENCERIAN PEN COMPANY
349 BROADWAY, NEW YORK

One of the small-space magazine advertisements introducing the Spencerian fountain pen

fountain pen, 14-carat gold nib and hard iridium tip." The copy for this pen pointed out that the smooth writing ease which had been famous for seventy-five years could be bought at retail for \$1.50.

The present copy is running in a large list of business papers going to stationery, hardware and other stores and six-inch single-column

copy is running in weekly publications and some newspapers.

One reason that the company waited until its seventy-fifth birthday to introduce a new product has been a close observation of the fountain pen market with its quickly changing styles, improvements and new models. When this old-time pen company decided it had a model which it could sell for many years without a drastic change in construction, and which could retail at a low price, it jumped into the highly competitive fountain pen field.

Unlike its higher priced competitors, the present Spencerian advertises its old name as its only guarantee. The copy says it this way:

"The new Spencerian fountain pen carries on a seventy-five year tradition of precision, workmanship and finest materials."

Thus one of the oldest American consistent advertisers goes after "the forgotten market," entering the low-price field with the same small space advertising which it has been using for seventy-three continuous years.

In Re: Federal Trade Commission

THE CHAPMAN HEALTH PRODUCTS
COMPANY
CLEVELAND

Editor of PRINTERS' INK:

After reading your article "Fly Specks on the Budget" in the current issue of PRINTERS' INK, I hasten to enclose remittance of \$3.00 to cover my subscription.

In most every practical business man's opinion this [Federal-Trade] Commission does nothing but spend all the money appropriated for them in antagonizing methods that have been good enough for us in many years in the past.

We all must know that it is sufficiently difficult to meet our taxes and keep going without having to be dictated to by this Commission which is not and could not be qualified to pass on the many thousands of matters which eventually might terminate an industry which has been going along decently for years.

Personally, I could get along without the Commission much better than without PRINTERS' INK, and I have no axe to grind with them either.

J. W. CHAPMAN.

Heads Abbott Laboratories

S. DeWitt Clough, vice-president and director of advertising of Abbott Laboratories, North Chicago, Ill., has been elected president and general manager. He succeeds the late Dr. Alfred S. Burdick.

Julian & Kokenge Elect

Herbert Lape, Jr., sales manager of the Julian & Kokenge Company, Cincinnati, Foot Saver shoes for women, has been elected vice-president also.

Kelly Leaves McJunkin

Charles F. Kelly, Jr., has resigned as vice-president of The McJunkin Advertising Company, Chicago.

Goodwin Corporation, New Business

The Goodwin Corporation is a new advertising business established at Chicago. Adolph O. Goodwin, former vice-president in the Chicago office of the Wm. H. Rankin Company, and at one time with George Harrison Phelps, Inc., and MacManus, Inc., is president. Offices are at 57 East Wacker Drive.

H. B. Lanum is vice-president and secretary; S. H. Bates, vice-president and treasurer; and Mark C. Bates, R. C. Cook and John A. Stolp, vice-presidents.

The agency has been appointed to handle the advertising accounts of Acme Card System, Harding Restaurant Company, Chicago Kolloyd Laboratories and Royal Tailors, all of Chicago.

Dun's and Bradstreet's Merge

Dun & Bradstreet's, Inc., is a new company being organized at New York, representing a merger of Dun's and Bradstreet's, which amounts to an acquisition of the latter by the former. Present officers of the R. G. Dun Corporation will take similar offices with the new company, with A. D. Whiteside as president. The board of directors will be increased from twelve to fifteen, with three elected to represent Bradstreet's interest.

Thomas with Jacob Ruppert

Jack Thomas, until recently advertising manager of Anheuser-Busch, Inc., St. Louis, has been appointed advertising manager of Jacob Ruppert, New York, brewer. He was for eleven years advertising manager of Thomas Wilson & Company, Chicago packers.

Classified Managers Re-Elect

C. M. Carroll, of the New York Times, has been re-elected president of the Classified Advertising Managers' Association of New York. Other officers re-elected are Felix Towle, Long Island City Star, vice-president, and T. F. Mulhern, Brooklyn Daily Eagle, secretary-treasurer.

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LEAVES of GOLD

THE 1933 tobacco sales have created a great new wealth which has stimulated trade and brought a return of prosperous conditions to Kentucky, the territory which is served by The Courier-Journal and The Louisville Times.

With more than \$100,000,000 in cash released for the purposes of trade this season—from five to ten million dollars more than was received last year—every city and town in this territory has reaped great benefits.



This highly profitable market offers an exceptionally profitable field for your advertising message.

And this singularly fortunate community can be effectively reached at a single low cost by concentrating your advertising message in a single medium.

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Markets Newspapers, Inc. -:- Audit Bureau of Circulations
Represented Nationally by the Beckwith Special Agency.

Here's why the **APPEAL PAPERS** are a better buy for Springsch

A barrage of facts that make the **APPEAL PAPERS** first choice in Memphis by longer odds than ever before in its long, unchallenged history of dominance:

1. Total circulation of morning and evening papers today is over 45,000 more than 5 years ago.
2. Morning paper has the largest circulation of any paper in the South.
3. Evening paper 4th in circulation in Southern evening field.
4. No rate increase during this time.
5. The only medium that completely covers the Memphis market—the South's first market in trading area population.
6. The only Sunday newspaper that covers Memphis and this vast market.

the Appeal Papers prints schedules than ever before!

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7. Percentage of all advertising carried by the Appeal Papers in 1932 on a 6 day basis, greater than ever in the history of these papers.

8. On a 6 day basis, the Appeal Papers carried 68% of the retail advertising in 1930, 61.8% in 1931, and 70% in 1932.

9. Appeal Papers carried 70.5% of Department Store lineage in 1930, 71% in 1931, and 75.9% in 1932.

10. Appeal Papers carried 63.6% of the retail food lineage in 1930, 75% in 1931, and 80.2% in 1932.

THE COMMERCIAL APPEAL MEMPHIS EVENING APPEAL

National Representative: The Branham Co.

New York	Chicago	Dallas	Detroit	Atlanta	St. Louis
	Kansas City	San Francisco	Los Angeles		



Owners and Operators of STATION WMC, Radio Market-master of the Mid-South.

Making the Sales Story Basis of Effective Playlets

It Can Be Dramatized—But Needs Good Writing and Skilful Acting

Editor of PRINTERS' INK:

Will you please furnish me confidentially with a list of references to articles in *PRINTERS' INK* which discuss methods of conducting sales meetings attended by salesmen and sales managers, or by sales managers alone?

What I would like are references to articles describing methods of dramatizing the sales story.

PLAYLETS have been used frequently to dramatize sales stories before meetings of salesmen. They offer an interesting and frequently dangerous form of amusement. Poorly written and poorly acted, they are likely to bore the salesmen and defeat the very purpose for which they were written.

Because of the dangers inherent in this type of effort, a number of companies with large sales forces have hired the services of professional actors for key parts, at least. They are careful as a rule, however, to bring in actual company characters in logical places. For instance, the sales manager himself logically can take a part and although he may be a poor actor according to Broadway or Hollywood standards, if he is placed in the right spot he will do a good job and add verisimilitude to the play.

Just as there are certain forms of hokum that are perennially successful on the stage, so are there certain forms that are successful in the sales playlet.

A favorite scene is that showing the hard-boiled buyer and the inefficient salesman. The experience is close enough to the heart of every man who has ever carried a grip and who remembers his experiences in his younger days so

that if the scene is properly done the salesmen roll, to use a theatrical expression, in the aisles.

Of course, the sequel to such a scene shows the good salesman who comes in and wins the buyer over to his side.

Another favorite and effective scene is that showing the slipshod and inefficient storekeeper. Here the dramatist has plenty of opportunity to make fun of all the inefficient retailers that the salesmen have ever known and the situation cannot be too exaggerated or of a humor laid on too thick to please the audience.

As a rule, scenery need not be an important factor. A few companies in the good old days of a few years ago sometimes hired theaters and had elaborate scenery built but in these days of cutting corners the sales executives are likely to remember that the greatest dramatist the world has ever known wrote plays for a stage on which scenery played a wholly negligible part. If the playlet is properly written and the action is rapid and well-timed, scenery need not be much of a factor.

The greatest menace to the success of any sales drama is that too many cooks will have a hand in the broth. The wise sales executive picks the man to write the play, tells him what points are to be put over and then leaves the writing more or less in his hands.

Of course, the old saying that the best plays are not written but re-written, applies equally to sales playlets, but if during the re-writing everybody from the president down to the office boy has a hand, the playlet is pretty sure to be a dud.—[Ed. PRINTERS' INK.]

Manages "American Brewer"

Joseph H. Riseley, formerly with the public relations department of the Western Electric Company, is now manager of *The American Brewer*, New York. Robert Schwarz, of the Schwarz Laboratories, Inc., is editor.

Joins Frank-Guenther Law

Frank H. McConnell, formerly a member of the financial editorial staff of *The Associated Press* and, at one time, with the *New York Times*, has joined the New York office of Albert Frank-Guenther Law, Inc., advertising agency.

Grocery Manufacturers Condemn Super-Market Price Cutters

Model Laws, Local Ordinances, Union Pickets Among the Troubles of the Latest Disturbing Factor in Food Industry

By C. B. Larrabee

LAST week's action of the Associated Grocery Manufacturers of America in releasing a suggested draft for a model State law aimed at the selling of grocery products at or below their purchase cost is an important event in a series of events that have been happening rapidly since the recent tremendous growth of the super-market type of store.

Although this type of store has developed most rapidly on the West Coast, where the pine board drug stores first flourished, operations have been extended into the East.

The most spectacular market in the East is the Big Bear between Newark and Elizabeth, N. J. A description of this market and its operations appeared in *PRINTERS' INK* under the heading, "Another Challenge to Nationally Advertised Brands," January 26, 1933. Another super-market operator, King Kullen, is expanding rapidly although the total volume claimed for his ten or more stores is about that claimed by the operators of Big Bear for their single market.

One of the directing heads of a large food company recently showed *PRINTERS' INK* some figures received from an authentic source in Los Angeles. These show that a year ago there were 160 market stores in Los Angeles, while today there are 260 such stores. It is estimated that these stores are doing about 35 per cent of the food volume in Los Angeles.

It is further estimated that a year ago 500 chain stores were doing 42 per cent of the business while today they are only getting about 21½ per cent. The remaining 44½ per cent is going to about 3,300 independent stores, which is about the volume that those independents have been doing right along.

The most interesting phase of the super-market is that it is apparently a greater menace to the chain store than to the independent. Its entire appeal is based on price and it has been estimated that many of these markets use a formula somewhat as follows: 20 per cent of the merchandise sold below cost, 20 per cent sold at cost, 20 per cent sold enough above cost to take care of the losses on the first 20 per cent. Obviously, it is impossible for the average independent to meet such stores on price and it is becoming increasingly difficult for the chains with their small units and heavy overhead, complicated in many States by oppressive taxation, to meet this type of competition.

To date, however, most of the open complaint against the markets comes from groups of independent retailers and wholesalers. A dozen or more proposed laws have been drawn up and circulated by such groups to combat the market competition. These are, in most cases, prejudicial and radical and if enacted might work serious damage to the independents themselves.

Pressure Brought to Prevent Their Advertising

In a number of communities independents and chains have brought pressure to bear to keep the super-market advertising out of local papers. In such cases the markets usually capitalize on this condition claiming that such action on the part of the independents and chains proves that the market has something unusual to offer. The markets, in addition to their use of newspapers, advertise by means of direct mail and also house-to-house distribution of their dodgers.

This super-heated condition has made it necessary for the manufac-

turers to take stock of the situation. There have been a number of informal conferences among both grocery and drug manufacturers during the last several months but AGMA'S action is about the first official recommendation that has come from the manufacturers.

AGMA'S statement opens with a paragraph by Paul S. Willis, president of the association, who says: "This association has received numerous complaints against the alleged trade practices of advertising, offering and selling standard grocery products at or below their purchase cost, to promote the sale of other merchandise at a compensating profit and with the effect of unfairly injuring competing dealers."

The rest of the statement follows:

"In reply the executive committee of the association states:

"(1) The association condemns this distribution practice as uneconomic and unfair price competition.

"(2) The association recommends that each grocery manufacturer individually act to prevent this practice in the resale of his products, to the extent he can legally and practically do so.

"(3) The association further recommends that each State enact a law duly prohibiting this practice.

"The association believes that such legislation is a needed and

effective remedy in the circumstances. Also that such legislation expresses a sound public policy because it only prevents a practice inconsistent with the principle of economic and fair competition which the public is interested to preserve.

"A suggested draft of a model State law of the kind is attached. It has been prepared after a careful consideration of the various trade proposals of such a law and a review of the existing State anti-trust legislation.

"An Act to Protect Intrastate Commerce Against Unfair Price Competition.

"Be it enacted (insert enacting clause):

"Section 1. As used in this act—

"(a) The term unfair price competition means the advertisement or offer for sale or sale of an article of merchandise at or below its purchase cost, in the course of intrastate commerce in this State, which is made to promote the sale of other merchandise and which is effective or has a dangerous tendency either to unduly lessen competition or to create a monopoly in any line or part of such commerce.

"(b) The term person means any individual, corporation, copartnership or association.

"(c) The term penalty means (insert).

"Section 2. Unfair price competition is hereby declared unlaw-



An interior view of one of King Kullen's super-markets where nationally advertised brands suffer some fancy price slashing

ful. Any person who is engaged in the sale of an article of merchandise in the course of intrastate commerce in this State and who uses unfair price competition with respect thereto shall be guilty of a misdemeanor and shall, upon conviction, suffer the penalty prescribed by this act.

"Section 3. It shall be the duty of the Attorney General to cause an appropriate proceeding to be instituted and prosecuted in the proper State court, without delay, to enjoin a violation of this act and to enforce the penalty prescribed for such violation, of which he shall be informed.

"Section 4. Any person who is injured by unfair price competition outlawed by this act may sue therefor in any State court of competent jurisdiction and shall be entitled to have injunctive relief from such injury and/or to recover threefold the damages sustained, and the cost of suit."

It is the belief of the grocery manufacturers that the proposed law goes as far as it is possible to go at the present time without becoming involved in deeply controversial technicalities or without drawing up legislation which could not be held constitutional.

Another Proposed Bill

The American Wholesale Grocers' Association also has a bill, which was drawn up by Nelson B. Gaskill, former chairman of the Federal Trade Commission.

This bill is considerably more complicated than AGMA'S proposed legislation but basically provides that it shall be unlawful for any person to sell any goods at a price not in conformity with certain requirements which are defined in the bill.

One of these definitions is of the net selling price as the net sales return to the seller after deducting all discounts, rebates, etc.

The bill provides methods for computing net selling prices for producing and distributing, the former being required to include cost of production, selling, advertising, depreciation, taxes and interest on

capital and the latter including delivered store or warehouse costs, overhead, advertising, selling, loss, waste, depreciation taxes and interest on capital.

Premiums, free deals and combination sales, unless each commodity so sold conforms separately to the requirements, will be considered in violation of the act.

How Newark Is Combating the Super-Market

In an interview with a representative of *Grocery Trade News*, Charles P. Gillen, city commissioner of the City of Newark, N. J., says:

"Newark has just passed an ordinance making it unlawful for any person to engage in the sale of any merchandise in this city without first having obtained from the Board of Commissioners a license to do so, and having first paid a fee of \$1, and don't forget that the power to license means also the right to refuse license. Besides that, we are going to get State legislation against the 'big bully' market.

"This ordinance is regulatory in purpose and the fee is in addition to all other fees required by other city ordinances."

Mr. Gillen added that any person or corporation violating the new ordinance would incur a fine not exceeding \$100 for the first offense and not exceeding \$50 a day for each day that the violation continues.

In the meantime, King Kullen's market in the Bronx is being picketed by the Retail Grocery and Fruit Clerks' Union, which is affiliated with the American Federation of Labor.

One of the most interesting angles of the present situation is that the chains find themselves facing a type of competition that has stolen their favorite advertising theme—price.

The chains almost unanimously have been backward in their advertising ideas, at least so far as institutional copy is concerned. They have hammered away at price, more or less serene in the belief that it was the one big sales

argument that no one could imitate. Only a few of the more progressive chains, Kroger and A & P particularly, while they have still placed great emphasis on price, have done advertising of a character to build acceptance for their stores as good places to buy food regardless of price.

Now the super-markets are advertising prices that make even the worst price-cutters among the chains sit up and take notice. They are using the old loss leader principle with a vengeance, taking losses of certain products that would have seemed unbelievable a few years ago. Thus the chains are left out on a tottering limb—with the unpleasant consciousness that any complaint they make of the abuse of loss leaders will be received with the same skepticism that welcomes the town ne'er-do-

well converted at revival meeting.

As this issue of **PRINTERS' INK** goes to press it is reported that immediate steps are being taken to introduce the AGMA bill into the New Jersey State Legislature. Meetings of New Jersey wholesalers and retailers are scheduled immediately for the purpose of endorsing the bill and advocating its early passage.

This action, according to the New York *Times*, is being spurred by the report that additional super-markets are to be opened in Jersey City and Trenton, and perhaps in other cities in the State.

In the meantime national advertisers are watching the situation with serious concern. Taking a leaf from accepted chain-store practice the super-markets are doing most of their fancy slashing at the expense of advertised brands.



Kelvinator's Biggest Campaign

THIS month the Kelvinator Corporation, Detroit, starts an advertising program which it describes as "the strongest national bid for business yet made in our nineteen years in the industry." It will run for four months under the general theme, "4 Refrigerators in 1." During each of the first three months, a campaign within a campaign will be conducted.

Vance C. Woodcox, director of advertising, outlines the set-up as follows: In March, effort will be directed toward bringing the public to Kelvinator showrooms to see the new line and to hear the sales

story. April and May will be devoted to two separate demonstrations. June will witness a prospect clean-up drive.

Outdoor advertising will be a feature, with five times more showings than were used a year ago. Month by month, six magazines will carry advertising. In each dealer territory newspaper copy will be released so as to hammer home the "Four-in-One" story time and again.

A large list of business papers, together with window displays and dealer help material, will also be used.



RCA May Get De Forest

The Radio Corporation of America has made a bid for the assets of the De Forest Radio Company, now in the hands of the receivers. The offer has been accepted by the receivers subject to the approval of the Federal District Court of Newark, N. J.

"Young Men" Suspends

Young Men, New York, published by the National Council of the Young Men's Christian Association, has suspended publication.

Steele with Houston Agency

H. Wirt Steele, formerly advertising manager of the Duncan Coffee Company, Houston, and, more recently, executive secretary of the Wholesale Coffee Roasters' Association of Texas, has joined the Jay H. Skinner Advertising Agency, Houston, as a partner and account executive.

Joins Seattle Agency

Robert L. Kyle, has joined the Carl W. Art Advertising Agency, Inc., Seattle, as an account executive.

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Carl
Inc.,

ANNOUNCING
AN
ADVANCED STEP
IN MACFADDEN
MAGAZINE
CIRCULATION
PRACTICE

We Guarantee the Average
THE ISSUES TO
to Equal "Yearly Average"

You no longer lose if your schedule hits below-average circulation issues. If average circulation of *issues you use* falls below regular "yearly average" guarantee, you are rebated.

Affects all Macfadden magazines, including:

TRUE STORY
LIBERTY
PHYSICAL CULTURE
TRUE ROMANCES
TRUE EXPERIENCES
TRUE DETECTIVE MYSTERIES
MASTER DETECTIVE
DREAM WORLD
BABIES

In Effect Immediately—Retroactive to January Issues

Avg of THAT YOU USE "Yearly Average" That You Buy

IT is an inevitable step. Advertisers are tiring of paying for peaks. And collecting in valleys. Now, Macfadden Publications, Inc. again takes the lead in meeting modern conditions. Effective immediately, all Macfadden magazines apply their "yearly average" guarantee to *the average of the issues that you use*. What you buy, you get.

● In Keeping With the Times

From the days when circulation was any man's guess, space buying has traveled far. Yet, up to this point, at least one ancient practice has survived. Advertisers have still had to pay for circulation based on a "yearly average". With no guarantee that *the average of the issues that they used* would meet that "yearly average".

Thus far, the publishers' problems involved have had the advertisers' sympathies. Now, economic pressure has put tradition on trial. Advertisers are asking why they should pay a definite sum on an indefinite assumption.

Inspection has disclosed that a circulation curve is *not* the shortest distance between two points! Many issues are found to fall far below the "yearly average" guarantee. But somewhere, before the end of the year, circulation usually spurts high enough to "average out" the valleys.

Glad, the advertiser who hits the peaks. Sad, the advertiser tossed by Fate into the valleys.

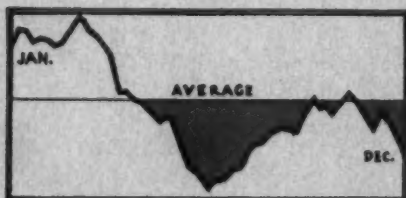
Now, effective immediately, advertisers in Macfadden magazines take no such risk. If *the average of the issues that they use* do not meet the "yearly average" guarantee, they are rebated.

● **Result:**

More Circulation For Less Money

While advertisers can't get *less* than they buy, they *will* be likely to get *more*. We can't cure the circulation curve. People *will* buy more magazines in March than in August. Magazine sales *will* go down with sunshine and up with rain. Readers *will* flock to editorial "hits" and shrink from "duds". But we're not asking advertisers to hold the bag. What you buy, you'll get, in spite of seasons, storms or the editors' opinions. Thus, by not being penalized for ebb, by being able to capitalize on flood, advertisers may find in Macfadden magazines a high tide of circulation value appropriate to the needs of the times.

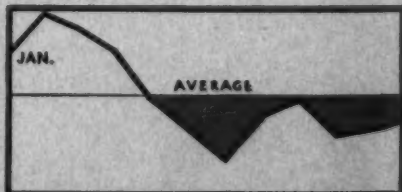
Composite curve of weekly circulation fluctuation of four leading weeklies.



If your schedule in Liberty happens to fall in below-average issues, you will be rebated for the difference between the average circulation you received and the "yearly average" guarantee that you bought.

Composite curve of monthly circulation fluctuation of nine leading women's and monthly magazines.

In True Story and other Macfadden Magazines you run no risk of loss through hitting below-average issues. Pro-rata rebates will guarantee full value for whichever issues you use.



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Some Ideas on Selling \$25,000,000 Worth of Exposition

Why Chicago's Great Century of Progress Fair Could Be Made Theme of Remarkable Advertising Story

ON the first day of June, a Century of Progress International Exposition will put approximately \$25,000,000* worth of "merchandise" on the market. This will be offered in units of 50 cents each, although the total price per customer will vary anywhere from 64 cents to more than \$80, since the terms of delivery are C. A. G. (Come and Get-It) Chicago. The entire stock must be moved in 153 days, or by October 31.

According to present plans, the exposition officials will invest no money in paid advertising space.

A visit to the great exposition will be merchandised to the citizens of this country and of the world by virtue of : (1) Thousands of columns of news stories that have been published in newspapers, mag-

azines and house organs; between now and the time of the Fair there will be thousands more; (2) exhibitors at the Fair who are advertisers will devote "three or four million dollars' worth" of space in their advertisements to mention of the Fair, to say nothing of what the railroads and other transportation agencies will do; and (3) much other gratis promotion is being afforded by salesmen's contests held by large manufacturers and various special promotion devices.

No one was quicker to recognize that the day of the "museum" type of exposition is dead than those who have planned the Century of Progress exposition. They have replaced it with something entirely new—a pictorial analysis of our industrial civilization and of the progress that went into its building. But it is to be doubted if Uncle John in Freesoil, Mich., has been given a coherent story of this.

The exposition has a problem in common with every would-be seller of goods today. These are frugal times. Every projected expenditure undergoes a rigorous examination in the consumer mind and even to

*This figure is based on an anticipated total attendance of 50,000,000. Records of past expositions show that, to be successful, a daily average attendance equal to 10 per cent of the population of the city in which it is held must be experienced. Ten per cent of Chicago's 3,375,235 population times 153 days is almost exactly 50,000,000. It also happens that the total investment in the World's Fair will be something over \$23,000,000.

qualify for that examination its case must be competently and completely presented. To pass that examination it must be sold. The prospect must be furnished with a good bit more of reason-why than a scattered knowledge of the fact that an exposition is going to be held.

If it may be concluded from these factors that the Fair's job is a selling job, then it would seem that the use of a selling medium is indicated. The news stories are not without their benefit, of course, but, editors being editors, they go no further in actual selling than the dictates of sheer news-worthiness permit.

An analogous condition applies to mention in the advertisements of manufacturers. When C. W. Nash runs a magazine advertisement showing one of his estimable motor cars against a background provided by a World's Fair building, the result is a handsome picture. But is that advertisement selling the World's Fair or is it selling Nashes?

You know Mr. Nash—and most any other manufacturer—too well to have to think twice about the answer. No more than the same incidental, indirect value may be expected from the salesmen's contests or the multitude of other contributed promotions.

A properly prepared advertising program, on the other hand, could first of all present a coherent, unified story of what the exposition has to offer in return for the hard and hard-to-get cash involved. Not just a smattering of details about buildings and exhibits, but an honest-to-goodness picture of what it's all about.

Secondly, having established an understanding of what the product is, having co-ordinated isolated impressions into a meaningful whole, it could aggressively sell the purchase involved—and ask for the business.

Thirdly, the very appearance of the advertising over the name of the Century of Progress would help establish confidence in the project as stable and worthy.

The argument that an advertising program, being necessarily limited in scope, would be impractical because it would alienate the "co-operation" of those whose media were not used constitutes a curious sort of business fatalism. It just doesn't seem sound business thinking to surrender abjectly the control of the selling operations of a \$25,000,000 enterprise, quasi-public though it may be, to the editors of the nation.

They have no stake, direct or otherwise, in the success of the Fair and that stake is not augmented one bit by refraining from incensing their respective business offices. The controlled, purposed selling of an advertising campaign might well compensate for the haphazard effect of lost news stories—if indeed it is to be disregarded that editorial standards of reputable, influential publications are based rather more on reader interest than vengeance.

Incidentally, there happens to be at this time a made-to-order advertising opportunity that did not exist sixty days ago. Technocracy, as such, may be as dead as the proverbial herring, but it has none the less burned deeply the mark of the machine into the American consciousness. It is the progress of technology, the march of industrial processes, that is the whole theme and fundamental reason for being of the Century of Progress.

Here will be shown, in terms of actual moving gears and pistons, the advancement of the machine to its omnipresent position in the country's social and economic structure.

There it is, Mr. Dawes. Something for your press agents to hop onto, anyway. But what an advertising story it would make!

McKiernan with General Milk

John F. McKiernan, Jr., formerly with the New York and South American offices of the J. Walter Thompson Company, has joined The General Milk Company, New York.

New Dromedary Product

The Hills Brothers Company, New York, Dromedary dates, will introduce canned orange juice under the name Dromedary. The orange juice will be canned by the new Flash process.

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HUDSON ADVERTISING COMPANY
NEW YORK

Editor of PRINTERS' INK:

Would you be good enough to send me one or two articles that have appeared in your publication as arguments against advertisements that just have headlines or that favor extreme brevity in copy?

WM. H. SAUL,
Vice-President.

NOT so long ago we used to hear a lot about "name publicity." Literally millions of dollars were spent by advertising men who sincerely believed that enormous sales volume could be built and maintained merely by continued repetition in large space in every medium of the product name and perhaps a brief slogan.

There are times and places where extreme brevity is not only valuable but necessary. In outdoor and car-card advertising particularly, lengthy messages are usually avoided. Nevertheless, it is interesting to note that even in these media advertisers seem to be using longer copy. And even in those instances where only a few words are used, the illustrations usually tell a complete story.

An interesting example of a shift

from extreme brevity to longer copy by a large advertiser is furnished by Maxwell House. A few years ago "Good to the last drop" dominated the advertising in almost every medium. A car card typical of the campaign back in 1925 is shown herewith. It was good advertising then. It helped put Maxwell House coffee where it is today.

But take a look at one of the 1933 car cards for this same product. The name is still there in large letters; the famous slogan is also there, less prominently; the illustration still is an important part. In addition, however, there is considerable real reason-why copy.

In publication advertising today it is difficult to find examples of extreme brevity. Few advertisers are satisfied these days with name publicity. They realize that competition for the consumer's dollar is keen and that crying in large type, "Bates Cigarettes are Better," will not win many new customers and, in addition, will not insure the continued loyalty of old ones. This is especially true when makers of competitive brands are emphasizing reasons why and are using comparatively long copy.

The cigarette field furnishes a good example. A few years ago the leading advertisers were satisfied, in many instances, to use, "They Satisfy," "They're Toasted," "Not a Cough in a Carload" and many similar expressions. These campaigns were frequently quite successful but that



Above is a typical Maxwell House car card used in 1925. Compare it with this advertiser's card of today shown at the right



was in the days when cigarette consumption was on the increase. Now these same advertisers are going into considerable detail in their advertising to explain just why their individual cigarettes are better.

There are, today, few worshippers of the god, Extreme Brevity. The copy writer's task is not as easy as it was when advertisers were satisfied to see their product names in large letters for the sake of name publicity. Now copy

writers are finding out why consumers should want to buy the product and putting these reasons in the copy—as briefly as possible, of course.

Brevity is a valuable attribute, but it must not be worshiped for its own sake. If there are reasons why the product is superior to others, these reasons should be told. The best rule of brevity that we know of is: Say what should be said and then stop.—[Ed. PRINTERS' INK.]

Cabinet Officer and Ambassador

AMONG the appointments to the official family of President-elect Roosevelt, two are of particular interest because they concern men whose business activities are closely related to advertising. They are Henry A. Wallace, publisher of *Wallace's Farmer*, who will be Secretary of Agriculture, and Judge Robert W. Bingham, publisher of the *Louisville Courier-Journal* and *Times*, who will become Ambassador to Great Britain.

Mr. Wallace, known as a keen student of economics, will be the second generation of his family to

hold the same cabinet portfolio, following in the footsteps of his father the late Henry C. Wallace who, when he became Secretary of

Agriculture in President Harding's cabinet, was succeeded by his son as editor of *Wallace's Farmer*.

Judge Bingham, who was elected to the circuit court as a Republican candidate some years ago, also has served as Mayor of Louisville. He acquired the

Louisville newspapers in 1918, one of which, the *Courier-Journal* had been edited by Henry Watterson for a half century. He is also a director of the American Creosoting Co.



R. W. Bingham



H. A. Wallace

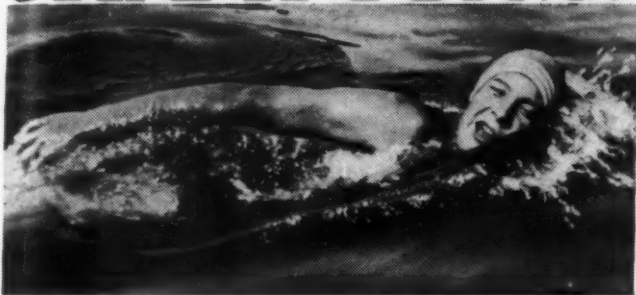
Why a Bank Advertises

AS a copy thought for one of its newspaper advertisements this week The Dime Savings Bank of Brooklyn took the theme, "Why We Advertise." Under that caption it gave the following reasons: "Advertising lets us talk several times a week with our depositors (and folks who ought to be). We can't do that by word of mouth. There are too many of you. So we

talk to you through the newspapers instead. The papers sort of gather you together before us. But we don't want to do *all* the talking. We want *you* to talk to *us*. Come in and ask for Mr. Brock."

This seems like a sensible explanation of why a bank advertises. The mention of the individual for readers to ask for is a note at once specific and welcome.

CHAMPIONS!



The **FASTEST MERMAID** in the WORLD!

Helene Madison began breaking world records for feminine swimmers when she was only 16, at Jacksonville, Florida. Calmly she smashed six of them in one day!

In H₂O she is a veritable torpedo, a streaking trout; a lustrous aquatic meteor!

Four hundred yards in 5 minutes; 300 yards in 3:39; 200 yards in 2:20½! That, lads, is the swift way of this maid in the water.

She is the champion of all time among free-style swimmers of her sex.

ANOTHER CHAMPION:

The great newspaper of the Los Angeles Trading Area, blanketing city, suburban and tributary market seven days a week . . . outdistancing pursuit . . . The Los Angeles Examiner! A champion in a champion of markets . . . a sales medium through which you **POSITIVELY** can rely upon your message being delivered directly by **CARRIER** to more **HOMES** than through any other publication in Southern California. **PUT YOUR MESSAGE BEFORE THE MODERNS.**

LOS ANGELES EXAMINER

Represented Nationally by Rodney E. Boone Organization

San Francisco
Chicago
Seattle

New York
Detroit
Atlanta

Rockester
Cleveland
Los Angeles

THE STUFF OF CHAMPIONS

Jerrems, Inc., men's clothing, advertising in 18" space exclusively in The Examiner, with a single insertion in one recent week ran up their overcoat business 210% over the same week a year ago!

Bishop & Matthews, one of the finest nurseries in Southern California, devoted approximately half of a 15" space in The Examiner to rose-bushes a few days ago. They had to reorder!

The May Company had 175 three-piece bedroom suits to sell at \$69.50 80—they took about half a page in The Examiner ONLY. 80—they practically sold out!

We told you about Pig'n Whistle, famed candy makers of the Coast, selling 11 TONS of candy through one ad in The Examiner. AGAIN they ran ONE ad, and breathlessly await. Results: 3,400 2-pound boxes disappeared like magic, and their Valentine business went up 25% while non-advertising candy stores went DOWN 25%. Are we PROUD?

Surveying the field for Nourishins, a hair restorer, for long on Examiner advertiser, our Merchandising Service Department found 24 brands in competition, with Nourishins 100% distributed in outlets of the two UPPER income groups; 80% in the two lower groups, and outselling nearest rival better than 2 to 1 everywhere.

One out of 1900

Standard Rate & Data indexes some 1900 business, industrial and trade papers. I've seen most of them I guess, because I interview about five of their representatives every day. In my opinion the most distinctive and the easiest-to-read publication in the whole batch is the new "Construction Methods." I have circulated it around in our offices and I am glad to say that most everyone here agrees with me.

A New York Advertising Agent

25 dollars saved

I like the larger-sized page and the new tone that rotogravure brings to the publication. I also am pleased to find that we saved 25 dollars on our January advertisement because it was possible to sidestep the cost of a halftone engraving.

An Advertiser

Full of help

In this day of continued improvement in construction equipment in which large and powerful machines have taken the place of horse and man power, and where changes are constantly taking place, there ought to be a real field for this journal not only with the general reader but especially with contractors and the purchasers of equipment. . . . Simply to examine the advertising illustrations is full of suggestions to the engineer.

A Government Official

A flock of kind words

I must congratulate you on the January "Construction Methods." It's a peach. This new magazine will inspire all dead in earnest construction men, I'm sure.

The ideas that one gets from the magazine are fine and helpful. But just as helpful is the stimulus these ideas give for comparing a puzzling situation with the ones pictured and described—the urge to "think out" problems and discover new methods. In other words, the magazine makes you think—and ideas are born. And from now on "new ideas" will be the life savers. From the new "Construction Methods" I predict most helpful results to the construction industry, a rise in pride in the construction man for his work, and much gratification to the McGraw-Hill Company.

A Contractor

Increased picture appeal

The appeal of "Construction Methods" to me has been through its illustrations, telling largely the story by photographs. Of course, with the larger page and the rotogravure process you are able to give a better display and better reproduction of the pictures. May I wish you continued success with this paper?

President of an Engineering Firm

... but how to
new

Larger pictures better

I am not familiar with the relative costs of producing the paper in the new and old form, but I appreciate that the new form offers greater opportunities to present the material in a better manner, especially the larger pictures illustrating construction methods.

Vice-President of a Steel Company

Value of new size questioned

I was very agreeably surprised at the change in the January issue of "Construction Methods." It seems to me that this is a big improvement over the former issues. The size lends itself more readily to photographs descriptive of the articles. The size probably is not so convenient as the old size, but I believe that the information in the new publication more than outweighs that disadvantage in this respect.

*Assistant Chief Engineer
of a State Road Commission*

Vast improvement

The last issue of "Construction Methods" just came to my desk. The new size and method of handling illustrations made a vast improvement in the publication. I want to take this opportunity of congratulating you on its fine appearance and the means it affords for illustrating articles on a much larger and more comprehensive basis.

A Cement Association Official

Liberal with illustrations

The new edition appears quite attractive and certainly offers fine opportunity for the liberal use of pictorial illustrations for which this magazine is noted. May I compliment you on your product?

*Chief Engineer of a
State Highway Department*

Concise—easy to read

This new publication, with its very clear illustrations and descriptions that are brief and yet give its readers all the information necessary, is a very welcome and most important change. An executive does not have the time to read the lengthy articles contained in the many magazines, pamphlets and other reading matter that come to his desk.

It is my opinion that publishers will eventually realize that information should be given to the public in concise form, and when they publish their jour-

how YOU like the new CONSTRUCTION METHODS?

nals along these lines it must redound to the success of those publications. This is exactly what you have done.

I am pleased to say that the changes incorporated in the new "Construction Methods" are a decided improvement.

Vice-President of an Engineering-Construction Company

Short and snappy

The new size is indeed an improvement. Give us more of the "Job Kinks"—they are worthwhile. Any short cuts—that will lower costs—are of real interest these days.

General Superintendent of a Contracting Firm

Tells the story

We wish to add our bit to the congratulations you have no doubt been receiving on the new dress of "Construction Methods." The rotogravure style seems particularly appropriate to a journal which "Tells the Story" so completely with pictures.

A Contractor

Fine—in 1, 2, 3 order

May I extend my congratulations? Saw "Construction Methods" in its new form for the first time last night and am delighted with it. Cuts are much improved by the use of the new process. General tone excellent. Articles are good—particularly the articles by Mr. Locher and Mr. Anderson, both of which deal with matters of direct and very specific interest to contractors. Hope you are planning to continue to stress material of this sort!

May I again congratulate you on "Construction Methods" in its new form and add this expression of a very sincere hope that this will prove a fortunate venture.

Engineer in a Government Bureau

Improved readability

I have reviewed the new "Construction Methods" for January. This magazine is now presented in a very attractive style and I think the

rotogravure process adds much to its readability.

Executive Vice-President of a Construction Firm

Promise fulfilled

Our copy of the January issue of "Construction Methods" came in this morning and it seems to have come up to advance notices. We are particularly well pleased with the way our advertisement appears.

An Advertising Manager

A good job

I want to congratulate you upon the appearance of the new issue of "Construction Methods." You fellows have done a good job and have produced a real paper. It is an extremely readable publication.

An Advertiser

These are excerpts from letters written by men who read the new "Construction Methods" or use its advertising pages. What they think of any changes we make in their publication is of course important to us. But it should be equally important to every advertising man who has the problem of picking the right media for reaching the construction industry.

If you know any advertising man who has not yet seen the new "Construction Methods" please send us his name and address. We'll be glad to send him a sample copy.

CONSTRUCTION METHODS

ABC—ABP

A McGraw-Hill Publication

330 W. 42nd Street, New York

Coupons: the Other Side

MEDICAL ECONOMICS, INC.
RUTHERFORD, N. J.

Editor of PRINTERS' INK:

We are not a little surprised that PRINTERS' INK should take the thoughts expressed by George L. Kinter seriously enough to publish his letter to Hubbard Whiting in its February 9 issue. The academic discussion of the value of coupon replies is as old as advertising—and as futile.

About the only consistency in this subject is that you will usually find on the side of the negative, publishers and representatives of publications that fail to produce replies, and on the affirmative side, publishers and representatives of those publications that do.

Of course, it is ridiculous to offer samples of some products to certain types of readers. For example, it would be absurd to offer samples of expensive dental equipment to dentists or expensive surgical instruments to physicians, as these are the items they are expected to purchase. It would be equally absurd to offer full-size samples of a dentifrice to the public.

On the other hand, what manufacturer of a dentifrice or a health food or a medication which is recommended or prescribed to patients, can expect a physician or a dentist to recommend or prescribe his particular product without offering him sufficient samples for trial?

For example, if Mr. Kinter were to write the advertising for a brand new mouth wash on which he were seeking the support of dentists, how would he go about telling the dentist to go to his drug store and purchase a supply so he could try it out on his patients and

then favor his client by recommending it several hundred times a year? * * *

For years, we have kept a casual, but rather close check on the replies received by our own advertisers from their coupon offers to send samples and literature and contrary to the expressed belief that "anyone can write advertisements that will produce requests for free merchandise," we occasionally find that the readers of *Medical Economics* simply refuse to ask for samples.

For instance: * * * Two full-page advertisements bearing coupons of approximately the same size appear simultaneously in the same publication, each offering samples of about the same value. One produces ten times as many replies as the other. Surely, that difference could not be attributed to the use of some magic phrase or glorified layout, and, lacking such an explanation, it is quite obvious that the 1,000 physicians who should reply to the one advertisement simply because it offered samples, would obviously have replied to the other, if Mr. Kinter's theory is correct.

Mr. Kinter states he has not the faintest idea how much merchandise is given away in a year, but figures it would run into millions of dollars in retail prices.

Probably it does, but how about some well-known products today, whose annual volume of sales well exceed the million-dollar mark and which were built primarily on the free distribution of samples to physicians and dentists? I can name one which was so successful that seven years after it started, it sold for more than \$5,000,000. * * *

LANSING CHAPMAN,
Publisher.

Willings with Florida Paper

George C. Willings, formerly executive vice-president of the Intertype Corporation, has become associated with John H. Perry in the Pensacola, Fla., *News and Journal* as vice-president. Mr. Willings resumes active business after a retirement of five years.

Blanchard Joins Collins

Gordon Blanchard, formerly with the Eaton Paper Company, North Adams, Mass., and, before that, with the Chemical Paper Manufacturing Company, has joined the New York sales staff of the Collins Manufacturing Company, Holyoke, Mass.

Financial Statement May Be Best Charity Appeal

Salvation Army Subordinates Lump-in-the-Throat Angle to Cold Figures
Certified by Auditors

THE Salvation Army, like many other charity organizations, needs more money. Starting April 3, the Salvation Army United Appeal will seek from the public a total of \$1,110,000.

There will be some heart-throbs in this campaign, for the Army recognizes the value of emotional appeals. But the greatest portion of the needed funds will be raised with the aid of just plain, everyday facts. For the Army also recognizes the value of talking to business men in their own language, and it is from business men that the larger sums must come.

Pictures of starving children and homeless derelicts may soften the hearts of many prospective contributors, but the average executive's morning mail is full of such appeals. Tricky, die-cut mailing pieces and novelty appeals undoubtedly have their place, but with economy the watchword of the day many business men may ask themselves how much these pieces cost to produce and wonder whether their contributions will feed the hungry or pay the printer.

Avoiding these pitfalls, the Salvation Army United Appeal is attacking its money-raising problem with a businesslike plan. It was reasoned that those who took the greatest interest in the Army last year are the most likely prospects this year. And so a select list was made up of 5,000 names, including those who had contributed most liberally or had shown their friendship for the organization in other ways. To these people, on February 20, was sent a printed "memorandum" signed by James G. Blaine, executive chairman of the Salvation Army United Appeal, and accompanied by a letter from him. The letter briefly explained why Mr. Blaine had decided to accept the chairmanship again this year. He asked the 5,000 selected people to please read his memorandum

"which shows exactly what the problem is and how we propose to meet it."

There is not a heart-throb in the document. It is exactly what Mr. Blaine says it is, "a statement of facts." It tells what the Salvation Army has been doing and what it expects to do this year.

A spokesman for the committee tells *PRINTERS' INK* that this document was made as informative and factual as possible. It was reasoned that these 5,000 friends are familiar with the work of the Army. They are familiar, also, with the distress and misery that is so prevalent. It is not necessary to paint heart-rending pictures of destitution or talk about individual cases in which the Army has played a part. What these people want to know is why is more money needed and what was done with the money they gave last year.

Contains No Request for Funds

This preliminary document is a report of the organization's activities. It contains no request for funds, yet many offers of aid, as well as contributions, have been received since it was mailed.

A part of the folder, half of it to be exact, is taken up with a detailed income and expense statement. This tells where the money comes from and how it is spent. Efficient business men cannot help but be impressed by such items as "the total amount paid to office and field workers conducting the operations of the various relief centers" which was \$62,545.33 for the 1931-1932 period and only \$59,287 for the 1932-1933 period.

Business men are more apt to be influenced, so it would seem, by this plainly printed financial statement than they would be by an emotional appeal full of generalities. This report is as orderly and as believable as any corporation's annual

report. The figures, it is stated, are taken from accounting records and have been audited and certified by the Audit Company of New York. As a further answer to skeptics, there is the information that "a detailed balance sheet may be obtained on request" and "the books of the Salvation Army, Inc., are always open for inspection by responsible persons."

The rest of the campaign will not be coldly factual. It will, however, be marked by an absence of sentimental, lump-in-the-throat stories. Most of the pieces will be filled with photographs giving a pictorial survey of the Army's activities. The text will be as tersely and plainly written as possible.

The committee expects to make its quota without a great deal of hullabaloo and, for the most part, sticking closely to simplicity and facts. If it succeeds, as it undoubtedly will, it should be a lesson not only to other charity organizations but advertisers as well.

In these days "sob" stories have become commonplace. People still respond to emotional appeals. It is

still easy for a good copy writer to give a tug on the heart-strings, but it is difficult to affect the purse-strings with the same appeals.

It has become almost a tradition among certain professional advertising men that people will not contribute to charity or buy certain products unless the copy brings a tear to the eye and a lump in the throat. This may be true when the general public is involved, but when business men and others in the higher income group are concerned, there must be specific reasons why. And the reasons why should not apply only to why more money is needed, but to an explanation of past expenditures.

So many charity appeals, and others, bear the unmistakable mark of professionalism. They lack sincerity. Trick appeals, unusual presentations, fancy folders—these, too often, are obviously high-pressure methods.

When a man or woman considers spending or contributing any considerable sum of money he is doing it, these days, on the basis of facts, not heart-throbs.

Hankard with General Foods

E. M. Hankard, formerly with the Mid-Continent Laundries, Inc., Oak Park, Ill., has joined the staff of the General Foods Sales Company, New York. He was at one time with the Snider Packing Corporation.

General Outdoor Elects

K. C. Thorn, Patrick F. Murphy and David Howard have been elected directors of the General Outdoor Advertising Company. Burnett W. Robbins, president, and Kerwin H. Fulton, have been re-elected directors.

Has Jewelry Account

Jason Weiler-Baird North, Inc., Boston and Providence, R. I., manufacturing jeweler and silversmith, has appointed the Goulston Company, Inc., Boston, to direct its advertising account. Magazines will be used.

Wyly with Baltimore Agency

Ralph D. Wyly, formerly president of R. D. Wyly, Inc., Washington, D. C., has joined Van Sant, Dugdale & Corner, Inc., Baltimore advertising agency, as an account executive.

Dauchy and Gotham Get Together

The Dauchy Company, New York advertising agency, has joined forces with the Gotham Advertising Company, of that city. Founded in 1867, the Dauchy agency was one of the oldest in the country. Account executives of the Dauchy company will continue in similar capacities with the Gotham company.

Appoints J. S. Whittemore

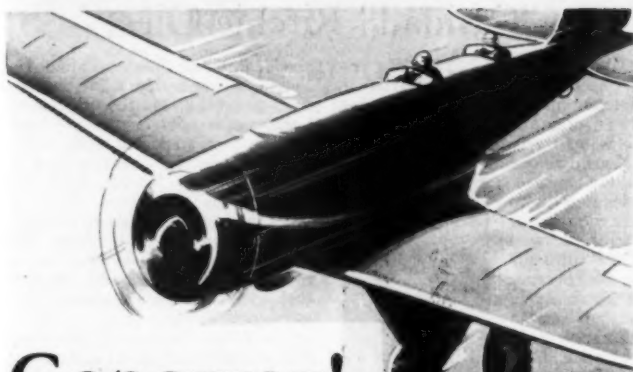
John S. Whittemore, formerly sales manager of the Peck Shoe Company, Worcester, Mass., has been appointed secretary and treasurer of the Commercial Travelers' Eastern Accident Association, Boston.

Represents "American Girl"

The *American Girl*, New York, has appointed Dorr & Corbett, publishers' representatives, Boston, as its representatives, in the New England territory. Powers & Stone, Inc., will continue to represent this magazine in the West.

Foreign Trade Group to Meet

The annual convention of the Foreign Trade Council will be held at the Hotel William Penn, Pittsburgh, April 26, 27 and 28.



Gangway!

*Rapid's meeting
a closing date*

AIRPLANES roaring down the air-
lanes with Rapid electrotypes are
just another emphasis upon the fact
that Rapid uses every modern means to
speed its service or increase its quality.

No wonder agencies turn to Rapid
when the fate of a campaign hangs
upon speed. And why not? Rapid,
being the largest electrotyping concern
in the world, may be assumed to have
facilities for extraordinary service.

If you want the thrill of seeing an
"unreasonable" request performed in a
work-a-day manner, try Rapid the next
time a deadline jumps right out at you.

And then observe the quality of
Rapid's work. You'll know where to go
for electrotypes ever after. Remember.
Rapid welcomes small, single-electro-
type jobs as well as the big ones.

The
RAPID *Electrotype Co.*

The Largest Plate Makers in the World

W. H. KAUFMANN, President

CINCINNATI

Branch Offices . . . NEW YORK • CHICAGO • PHILADELPHIA

Ready soon . . .

Wings to Words

A complete treatise
covering electrotyping
in all its phases; beau-
tifully printed and pro-
fusely illustrated. An
outstanding book, an
indispensable aid, sent
free to advertisers,
agency executives, pro-
duction managers and
printers.

LIMITED EDITION

. . . A copy will be re-
served for you on re-
ceipt of request on your
letterhead addressed to
Dept. F.

"Carload" Ritchie Dies

HAROLD F. RITCHIE, responsible for the advertising of many nationally known trade-names, died at Toronto last week. He was fifty-two years old.

Known as one of the greatest salesmen who ever came out of Canada and called "Carload" Ritchie because of his ability in the old days to sell groceries in volume, Mr. Ritchie rose to head one of the largest distributing organizations of proprietaries in the world. In 1928 he surprised the business world by taking a boat to England and putting down \$7,500,000 or more to buy the well-known Eno's Fruit Salts whose North American sales representative he had been for twenty-one years.

This, together with Thermogene, which he also bought, are owned by International Proprietaries, Ltd., of which Mr. Ritchie was



president. When Colgate-Palmolive-Peet was wondering what disposition to make of the Pompeian Company and its line of products because they competed with others in the merger, the situation became known to Mr. Ritchie who had handled the Pompeian line for years before it was sold to Colgate. He took up the possibilities with the Shoemakers of Elmira, N. Y., owners of Frostilla, and together they took over the Pompeian Company in 1930.

The following year F. M. Shoemaker and Mr. Ritchie acquired another old-established product with their purchase of Scott's Emulsion. These ventures represented the execution of a principle which played a large part in Mr. Ritchie's business career. It had always been his idea to acquire certain businesses after he had seen the sales potentialities of the products. Whether the product came under his financial control or whether his organization served as the manufacturer's sales representative, Mr. Ritchie saw to it that advertising support was put behind it as a sales stimulant.

O. B. Winters, Country Publisher

FOR four years Owen B. Winters has been a resident on his farm which borders on Chesapeake Bay. From there he commutes to his work as executive vice-president of Erwin, Wasey & Company, New York. He now has brought into realization an ambition that many advertising men cherish—to some day own a small country weekly.

He has bought and revived the *Queen Anne's Record*, county newspaper, published at Centerville, Md., which was discontinued last spring. This purchase marks Mr. Winter's return to journalism, this time as an avocation.

"We," writes the new full-fledged publisher editorially, "were lost the moment we stepped inside the door. The first whiff of

printer's ink carried us back through the years to cubhood and our first assignment.

"Life goes on in spite of the depression. Young folks are being married. Babies are being born. Old folks are being laid away. The *Record* should go on."

And it is going on. News, for example, includes a front page item that Arthur Kudner is to fly to Centerville in his Sikorsky amphibian. Already the owner of an 80,000 acre ranch in New Mexico, it is reported that he has succumbed to the charms of Maryland, has purchased two adjoining farms on which he will erect his home, on completion of which Erwin, Wasey's President Kudner will become a commuter along with its vice-president.

Price Cuts Don't Increase Consumption

They Have, Instead, a Reverse Effect by Affecting Buying Power Through Lower Earnings

By E. T. Weir

Chairman, National Steel Corporation

THE correct prices of goods represent the cost of producing them, plus a profit which is the wages of the capital employed. When production costs are lowered, or the amount of capital needed is reduced, the price of the goods can be adjusted, and this is a normal, healthy and necessary operation which cannot be termed "price cutting."

Price cutting goes further and involves a reckless destruction, first of proper earnings for labor and fair dividends to the stockholders, and then of the invested capital and, finally, of the structure of the industry itself.

Price cutting originates where an industry is producing more goods than can be consumed, whether because of over-expansion or curtailed demand. In the effort to increase consumption, the price cutter, with his weak backbone and mistaken logic, takes command. He has only one argument—that price cutting will increase consumption, and it is curious to note the widespread acceptance of this argument without evidence to back it up.

Speaking for the basic industries, of which steel is one, I cannot recall a single instance where price cutting on their products has created enough additional business to compensate for the cut. On the other hand, it is easily demonstrated that it reduces the consumption by eventually affecting the buying power of the public through lower earnings.

This is due to the fact that basic commodities form only a small part of the cost of the articles in which they are finally con-

sumed. It is a fact that if steel, for instance, were given away free, it would make little difference to the ultimate consumer. The dealer who overtrades on your used car may throw away more than the cost of all the steel in the car; a few dollars will buy all the steel in an electric refrigerator. If the steel in a skyscraper were offered free, there would still be the freight, the handling, and erection to be paid for. Add to that the cost of the land, the financing charges, the cost of the other materials and the labor involved in making them into a building, and the skyscraper would cost almost as much as if the steel had been bought at a fair price.

As an extreme case, consider a bridge, which consists almost entirely of steel. The George Washington bridge at New York cost approximately \$60,000,000. It contains less than 175,000 tons of steel, which represents approximately \$6,000,000, or about 10 per cent of the total cost.

The Same with Other Commodities

It is the same with other commodities. If rubber were free, tires would still cost nearly as much as they do now. If the farmer were to give away his wheat, a loaf of bread would cost almost as much as at present. If bean coffee were to be had for nothing on the Brazilian plantation, the freight, handling, roasting, packaging, and delivery to the restaurant, with the cost of waiters, kitchen help, rent, and other costs would still make a cup of coffee cost about what it does now.

But the price cutting which is so small to the ultimate consumer is pathetically large to the men

Portion of a speech before the Eastern States Blast Furnace & Coke Oven Association.

Advertising Refused?



Hardly possible—in any quantity—in this
day and age and yet it is true
in the case of the

York, York County (Pa.) Gazette and Daily

Which for years has turned down (and
still is refusing) thousands of dollars
of advertising yearly which does
not measure up to its high
standards of advertising
practice.

Your advertising, if accepted, will partici-
pate in an exceptional reader
confidence.



HOWLAND & HOWLAND

National Representatives

New York	Chicago
393 Seventh Ave.	360 N. Michigan Ave.

**This Catalog Puts Emphasis on What the Company Has to Sell and Does
It in a Simple, Orderly and Brief Manner**

These thoughts are inspired by the new catalog issued by the Wilson-Western Sporting Goods Company. "The Gateway to Golf" is as attractive a booklet as anyone would want to see but its whole plan of layout, illustration and text is plainly designed to do one thing and do it well—present the advertiser's line of golf equipment interestingly and effectively.

James Cady Ewell, director of advertising, tells PRINTERS' INK that the first thought in its preparation was to make the merchandise the most prominent thing in the book. "It seemed to me," he says, "that there was little use of cluttering the pages up with artwork

With the exception of a few shadows, the photographs of the articles are without any embellishment or background. Instead, the items themselves are arranged in simple designs that show off their various features effectively. The photographs are all close-ups showing the details of each item.

In addition to the products themselves, there are a few full-page photographs that lend a little additional atmosphere. One of these is of Gene Sarazen, who is the designer of a line of Wilson models. Another picture introduces the pages that are devoted to women's golf equipment and is just a plain, but pleasing, photograph of a woman on the links. The inside cover pictures are duplicates, a close-up of a Wilson Hot-Hi golf ball about to drop into the cup.

Next in importance to the effective treatment of the illustrations is the orderliness of the book



SARAZEN TRAINING CLUB

SARAZEN SAND

ND BOLD PUTTER

1892

In one, someone of the underclassmate who loathes full-on battles the carotid around the opening you have now gone on the first two, swinging his heavy practice clubs. Why do these heavy clubs help a player? What is Gino's theory? It is simple, that the weight serves to place the swing. No golfer can consistently close a golf ball in the direction it should go. We all stand straight upon the vintage golf club, working in a short and moderate groove.

Comments: The smaller bird collected with this species, green bird and black-crowned night heron, most specimens have been from *Arundinaria* and other tall herbaceous plants growing in marshes in a number of places in the Mien-Ning area. The collected birds of the same species from the same area are all *Arundinaria*, growing in a marshy area, and the other specimens are from other areas, including some from the same area, but from other habitats.

[illegible][illegible]

"I believe the correct parking style should be if, imaginatively done, the trunk swings out a bit. The post-tail should be following through the ball with a distinct follow-through."

"If you use this swing with a loose, proffered head you have an instead of the power of the shot. The result is that you lose confidence and the ball

coming through the full, hatched, was quite at the eyes moment was showed for going the early. At this light through black was not going through the full. It gives was an eye of mind and a subsequent moment in standing the full. — George S. Sargent.

\$179.95. **Save \$100.00!** **Save \$100.00!**

1998 Singapore Yearly Book

U.S. Census Bureau, *Population*—2000. Washington, DC: U.S. Census Bureau, 2000.

1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 26

A spread from "The Gateway to Golf"

that makes the reader feel at ease as he passes through its pages. This is accomplished through a uniform method of showing the merchandise, a very definite placement on the page of prices, a definite paragraph on construction which is labeled "construction" and a breezy paragraph under each display of merchandise which gives the general atmosphere and setting for the club itself.

"I have felt," says Mr. Ewell, "that most catalogs do not begin to have the interest in their subject matter that it is possible to put into them and, inasmuch as the material we are dealing with is sports equipment, it seemed quite fitting that the opening paragraph on each product should not only be readable but should be breezy and interesting."

Here is a sample of the copy:

It's probably not a sound idea to break into the business end of the clubhouse late at night and check up on the kind of golf weapons sleeping peacefully in the racks. But if you should, you'd

find in the bags of some very substantial members (very good golfers, too) these brilliantly handsome Walker Cup De Luxe Woods. You will undoubtedly strut a bit when you own a set of these clubs. And the way your wood shots will straighten out and go places ought to be enough to make you dominate the locker room.

This is in larger type than the paragraph which accompanies it on the subject of "construction." The prices, as on every other page, are at the bottom of the page, separated by a rule.

With the exception of the section devoted to the "Rules of the Game of Golf," there is only one page in the entire booklet, containing seventy-two pages, that is all text. Even this has two little line designs which are duplicated as decorations in various phases throughout the book.

This booklet is unique because of its simplicity, orderliness, brevity, and, above all, its adherence to the plan laid down in advance—making the merchandise the most prominent thing in the book.

Beer Advertising Clarified

THE CONDÉ NAST PUBLICATIONS,
INC.

NEW YORK

Editor of PRINTERS' INK:

Roy Dickinson's article on the brewery advertising that recently ran in the Metropolitan Edition of *Vanity Fair* was not only pleasant to read because of the credit it so fairly gave to *Vanity Fair*, but also because it was without doubt one of the most interesting and thorough studies of an advertising problem which it has ever been my pleasure to read in PRINTERS' INK or in any other of the advertising trade publications.

I think you have rendered all publishers—both of newspapers and of magazines—a real service

through this article. You have taken the lead in inspiring publishers to stand by their guns before legislators who may be thinking of eliminating the advertising of beer and other beverages, in the mistaken belief that by so doing they, in some mysterious fashion, are guarding against the post-prohibition misuse of intoxicants.

Your article will go a long way, in my opinion, to convince any fair-minded reader that this line of thinking is of a piece with the mistaken theory behind the Eighteenth Amendment itself.

Heartily congratulations to you for the clarification of this entire problem.

O. D. KEEP,
Promotion Manager.

With Woman's Screen Guild

Ralph W. Read, for some years advertising representative of the *Melland Textile Monthly*, has joined the Woman's Screen Guild, New York, as service salesman.

Bank Appoints Calahan

The Franklin Savings Bank, New York, has appointed Harold Austin Calahan, of that city, to direct its advertising account. Newspapers will be used by this advertiser.

PRINTERS' INK MONTHLY

ROBERT PUBLISHING COMPANY, INC., PUBLISHERS, 133 RADCLIFF AVENUE, NEW YORK CITY, N. Y. ...

MARCH 1933

Whoopee Advertising Takes a Tailspin

People are looking for values—not for merchandising entertainment

For 1932, The Nash Motors Company reported a net operating profit, after depreciation charges totaling \$993,365, of \$13,252.71. Sales income amounting to \$986,219.36 gave a total net income for the year of \$1,079,712.07. After paying out dividends to stockholders of \$4,091,000, the company closed the year's operations with a balance amounting to \$10,154,716.89.

in cash and Government bonds. That financial statement is a lightening rod industry. It is a good achievement in view of the company's sales position in the industry. Some of the possibilities for this showing are discussed.

An interview by
Ray Dickinson with
E. H. MCCARTY
President, The Nash Motors
Company

Numbers and Initials as Trade-Marks

A trade-mark in law is only what it is in fact

By JOHN C. PEMBERTON
Of the New York Bar

How 1,000 Consumers Voted on Five Designs

The leader in the Micarta tray line accounts for one-third of the total sales

G. E. Weeds Out Unwanted Dealer Helps

Tin Gods

A Kodak Display Boosts Sales 119 Per Cent

Dealer Helps of the Month

This Sales Meeting Program Does Seven Jobs

Among other things, it gives the salesmen opportunity to make suggestions

By L. E. BARNES
Sales Manager,
Bausch & Lomb Co.

The Future of Advertising Agency Service

What changes in advertising agency-client relations are desired and desirable in business emerges from the ongoing series of conferences? Printers' Ink Monthly is inviting advertising and advertising agencies to participate in an open forum on this subject. The fifth of a group of frank discussions.

Too Close to the Woods to See
By ARTHUR R. BOTHAM
Advertising Director, Corp. Inc.

The Real Goal
An interview with
R. P. CLAYBERGER
Secretary-Treasurer, Collins & Holden

Poor Space Buyers Make Poor Space Sellers

The grand-figure board exists because buyers are statistical clerks. A SPACE SALESMAN

PRINTERS expect in

Name...

Company

Address

City...

You're Advertising to a Parade— Not a Mass Meeting

Turnover in the industrial field is causing unusually rapid changes in personnel

BY A. F. DAVIS

Vice-President, The Lincoln
Electric Company

This Layout Shrinks Long Copy

The time-honored question of length-of-text
approached from a new angle

BY MARSH K. POWERS

President, The Powers-House Company

Can You Pick the Winner?

"Last Hope" Collection Letters

The velvet glove and the mailed
fist used

Getting Salesmen and Advertising to Team Up

Too little time is spent

in advertising

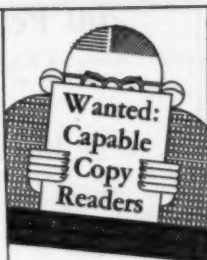
How to Find a Consumer Contest Idea

A reference compilation of twenty basic plans and their variations
which have been used by advertisers

The first instalment of this series of two articles
appeared in the February issue. It discussed the
following types of consumer contests: Stages,
picture sale, name, use, word building, verse and

essay. The two articles provide the advertiser,
looking for a consumer contest idea, with most of
the plans that have been used in the past and are
being used today

Part II



BY JEROME B. GRAY

Jerome B. Gray & Co. (Advertising)

Four Advertisements I Like

BY CARLETON L. SPIER

of Bates, Burd, Dunsen & Osborn

PRINTERS' INK MONTHLY: Put me down for a personal subscription. I'll expect invoice for \$2 later. (Foreign and Canadian extra.)

Name

Company

Position

Address

City State

200 Per Cent Sales Increase

Prize Contest for Retail Salesmen Brings Them Understanding of Proper Methods of Presenting Higher-Priced Zenith Radios

By E. A. Tracey

General Sales Manager, Zenith Radio Corporation

IN 1932 the price trend on radio receiving sets had been sharply downward. The effort to sell higher-priced sets has seemingly been confronted by the barrier of great value and complete satisfaction for both small and low-priced receivers.

The Zenith Radio Corporation has built its business largely on the manufacture and sale of large, high-priced receiving sets, and we found the price trend of 1932 to be a serious threat to our distributors and dealers as well as to our national volume.

We were convinced that the value we offered was worth the price we charged, and that if the public could be acquainted with this fact, sales and satisfactory volume would result. Our advertising and that of other set manufacturers had created large radio retail store traffic.

In our estimation it was merely necessary for us first to expose Zenith values to that traffic, and, second, assure ourselves that the retail salesperson would be not only willing to sell the high-priced sets, but entirely capable of presenting Zenith values in such a manner as to most effectively convince prospective purchasers that it was best for them to purchase quality receiving sets even though the price was a great deal higher.

To accomplish this latter purpose we announced a \$25,000 prize contest for retail salesmen. Awards

were made not on the basis of the largest sales volume, or on chance, but rather to the salesmen who developed the best presentation of our story.

The entry blank was in the form of a questionnaire listing twelve major features. To the salesperson writing on this blank the best presentation for each of these features the first prize of \$3,000 was given. One hundred and twenty-eight other awards were paid in amounts ranging down to \$50.

The questionnaire could be sent in as an entry only when the retail salesman had sold one of the higher-priced Zenith sets; at which time the questionnaire presumably covered his method of presenting the various features to the customer in such a manner as to have resulted in a sale.

Suggestions as to the proper method of presenting each feature were sent to all entrants.

The contest opened October 20 and closed December 20, and was thus in effect during the height of the radio selling season.

Sales of high-priced models in our line increased 200 per cent over the same period of 1931, in the face of a general price decline of at least 60 per cent throughout the industry. The models affected sold for \$102.50, \$145 and \$184 respectively. The result has been not only a sharp increase in sales at the top of the line but a far clearer understanding of values and how best they may be sold.

R. H. Fogler Heads Ward Mail Order Operations

R. H. Fogler, vice-president of Montgomery Ward & Company, has been placed in charge of mail order operations. He will continue his supervision of retail operations. Harry E. Hughes, after many years as vice-president in charge of mail order operations and a director of the company, has resigned.

Du Pont Cellophane Changes

Douglas W. Meservey, formerly in charge of sales promotion of the converter division of the Du Pont Cellophane Company, New York, has been made advertising manager of that company. M. C. Pollock, formerly retail merchandising contact man, has been appointed promotion manager. He succeeds B. C. Robbins, who has been transferred to the converter division.

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1932 Earnings

GRANDON E. ECKERT
EAST LIVERPOOL, OHIO

Editor of PRINTERS' INK:

We have been watching PRINTERS' INK for some time now for a tabulation of reports on business for 1932 of the leading U. S. manufacturers.

You have been publishing these periodically, I believe, for some time, giving net loss or gain of each company.

G. E. ECKERT.

PRINTERS' INK publishes semi-annually a list of the net profits or losses of the leading companies that issue public reports. A number of companies do not make public their earnings and still others report at odd fiscal periods and are not included in our tabulations.

In the years when almost every company reported an increase in profits at the end of each period, financial statements were issued promptly. Now that so many of them have to substitute the word "deficit," they are reluctant in many instances to tell the world just how much they lost or how little they earned. The game seems to be to let one's competitor come out first with the bad news.

Last year the 1931 reports of 321 companies were printed in the April 7 issue of PRINTERS' INK. The reports this year are coming out even slower than last and it is possible that our tabulation will not be complete until close to the first of May.

—[Ed. PRINTERS' INK.]

Norfolk Papers Appoint

W. J. Gwaltney, national advertising manager of the Norfolk, Va., *Virginian-Pilot*, has been appointed national advertising manager for both that paper and the *Norfolk Ledger-Dispatch*, following the recent consolidation of the two papers. William S. Davis, formerly national advertising manager of the *Ledger-Dispatch*, has been made classified manager of the two papers.

San Francisco "Examiner" Advances Cordell

R. E. Cordell, of the local advertising staff of the San Francisco *Examiner*, has been made promotion manager.

Clyde Davis, who has established his own business at Detroit, will serve a number of business papers in an editorial capacity and not as a business representative, as previously reported.

GOOD COPY

Good copy can
do more than
just sell goods.

It can sell ideas.

And ideas can
make this world
a pleasanter and
richer place in
which to live.

HAWLEY
ADVERTISING
COMPANY

Inc.

95 Madison Ave.
New York City

Little Attention-Getters Make Effective Sales Letters

Dealers Will Read These Messages That Are Dressed Up in Different Clothes

By Don Gridley

THE letter was sent out by S. L. Allen & Company, Inc. Its purpose was to tell dealers about the Flexy Racer and attached to it were two folders as well as preprints of two national advertisements.

At the left of the letter was the usual salutation. At the right, not a part of the letter itself but balancing the salutation, was the following paragraph:

One of our men carrying a model Flexy Racer two blocks to a store was stopped three times by consumers and asked where the toy could be bought.

This short paragraph, with its twenty-eight-word sales message stood out from the rest of the letter like an actor in a spotlight. It took up no part of the regular message of the letter and, therefore, did not interfere with the sales message's continuity. It was sure to be read by many a dealer who might not be tempted to read the rest of the letter thoroughly.

All good letter writers are interested in attention-getting devices. They want something that will stand out and get read and at the same time contribute to the dealer's interest in the message. This particular paragraph from the Allen letter was a "natural" and yet it was the kind of thing that almost any letter-writer can use to very good advantage.

Last fall, Irving D. Booth, Inc., wholesalers of Elmira, N. Y., sent out a letter to dealers on Sunbeam Warm Air Furnaces. In this letter the company used a device which is employed frequently and which is never stale.

Instead of a salutation with its "Dear Mr. Jones" there were the following two lines:

Furnace Replacement
Season Is At Hand:

The letter obviously was a form

letter and, therefore, whatever advantages seemed to accrue to a personalized salutation were not important. On the other hand, the fact that fall is the season for furnace replacement is an important fact to any dealer. Therefore the company capitalized this by eliminating the salutation and putting a good, timely, interesting message in its place.

The Northland Ski Manufacturing Company in sending out a four-page illustrated letter, has an attractive colored letterhead showing on one side a skier and on the other three tobogganers.

As an attention-getter, however, the company uses a special panel at the left of the letter. At the top of this panel is a picture of C. A. Lund, president of the company, and below it the following paragraph:

Mr. C. A. Lund has been actively interested in skiing all of his life. As a boy in Norway, he learned to ski almost as soon as to walk. He has taken part in many tournaments, both abroad and in this country, and has kept in close contact with the sport and with skiers of prominence.

Mr. Lund has followed and aided in the development and growing popularity of skiing and is a recognized authority on the sport.

The letter itself was signed by Mr. Lund and the result of this message from the president tied up with the panel telling about his experience made a convincing and effective sales argument for the company's skis.

This is an idea that is easily adaptable to almost any type of letter. It personalizes the writer and is even usable if the man featured in the panel does not sign the letter.

For instance, if the letter had been signed by the sales manager it would have been very much worth the company's while to tell about Mr. Lund's experience in order to emphasize the fact that

the company knew its business from the president down.

Another use of a substitute for the salutation is found in a letter sent out by the merchandise department of the General Electric Company early this year.

Under the regular letterhead is a line "To Our Customers": followed by the line "Subject: How to Start 1933 with Greater Sales and Greater Profits."

This, of course, is an adaptation of the familiar Army type of salutation. The second line is written in capitals and therefore gets great emphasis for a timely message.

The Coleman Lamp & Stove Company frequently forgets all about conventional letterheads and makes a special form of letterhead for a sales letter. An instance of this is a four-page letter sent out late last year which carries at the top the following message in two colors:

Coleman announces—

Two startling achievements—

(1) A ten-year guaranteed thermostat

Used in Coleman Automatic Electric Irons

(2) Automatic Electric Coffee-maker

That insures perfect coffee every time.

Just below this is the date and then the salutation which, instead of the dealer's name, says, "this is the big news this year in the electric appliance industry."

The letter is in regular type-writing and contains a message about the two announcements that are so flashily displayed on the letterhead.

S. C. Johnson & Son, Inc., frequently use headlines for letters. These are printed in large type and go just above the typewritten message itself.

For instance, one letter carried this printed message, "A small deal with a big profit that fits in with the trend toward sounder buying."

If headlines are good advertisements, the company reasons, why shouldn't they be just as good for letters? As used by this company they do seem just as effective.

By having these headlines printed, instead of typewritten they are given an extra attention-value which puts them very high up in the class of effective attention-getters.

Another interesting letter used by the same company carries this headline—"The old firm is still doing business at the old stand" and the letter starts out:

Well, folks

Here we are nearing the half century mark—and still sound in wind and limb. For forty-five years and longer the world's best floor polish—Johnson's Wax—is today more popular than ever with the people who have a few nickels left to buy anything.

How do we know? Well, business is pretty good, thank you, and is getting better. (Hope yours is the same.) That's one way of telling. Here's more evidence:

The *Detroit News* wanted to find out what floor polish sold best in Detroit. . . .

The letter then goes on to tell about the results of the investigation which proved that forty-six out of fifty dealers said that Johnson's Wax outsold all of the floor polishes.

However, in the letter after the word "out" in the third paragraph there's a little asterisk and at the bottom of the letter is the note "for another company (not us)."

While the asterisk as an attention-getting device can be badly overdone, in this particular case it does a pretty neat little job of putting over the point that the investigation was unprejudiced.

The writer recently had the opportunity of looking over a number of letters sent to dealers with enclosures and he was surprised to find that in almost every case the enclosure is attached, by a clip or a pin, to the back of the letter. For this reason a letter sent to a hardware dealer by the Pharis Tire and Rubber Company won unusual attention because clipped right to the front of the letter was a striking yellow and black return postcard.

Therefore, although the letter itself was only in black the return card gave the impression of a two-color letterhead and made the letter stick out in the average morning mail of the dealer.

Not one of these attention-getters

is "tricky" in the sense that it detracts from the value of the letter by calling attention to its own novelty. Not one of them is not easily capable of adoption to many different types of sales letters.

If every manufacturer would sit

down for a few mornings with a typical dealer as he goes through his morning's mail, they would realize the value of these simple, economical but frequently mighty valuable attention-getters for their sales letters.

This Advertisement Has 100 Pages

THE Winton Engine Corporation of Cleveland, a General Motors division, has so much faith in its own proposition and the business prospects of the future—particularly the latter—that in the forthcoming issue of *Motorship* it will have an advertisement covering 100 full pages.

Winton, long prominent in the marine Diesel field, definitely senses a turn for the better, according to an announcement made to PRINTERS' INK, and is organizing its resources to take advantage of it.

On each of the 100 pages appears

a picture of a vessel powered with Winton Diesel engines. All types of craft are thus shown from yachts to tugboats, from dredges to lighthouse tenders.

The object is to visualize to the potential buyer in a dramatic manner the fact that the company's merchandise covers an unusually wide range.

A 100-page advertisement is an outstanding bid for business in this or any other time. Is Winton right in its thought that this is the largest single advertisement ever to appear in a magazine?

Joint Campaign for G-E Products

THE General Electric kitchen will provide the background for a joint campaign which the General Electric Company will conduct this spring to stimulate the sale of G-E refrigerators, electric ranges, and dishwashers. Approximately 2,000 newspapers will be used.

In addition, full pages and double-pages will appear in a num-

ber of magazines to be supplemented by a large campaign of outdoor advertising and window displays. Commercial announcements on the company's radio program are specially designed to create public confidence in the G-E salesman.

A national sales campaign will start on April 3 and continue for nine weeks.

Heads Northwest Publishers

H. E. Rasmussen, of the Austin, Minn., *Daily Herald*, has been elected president of the Northwest Daily Press Association. Julius Bacon, Watertown, S. D., *Public Opinion*, has been elected vice-president and D. A. McKenzie, Crookston, Minn., *Daily Times*, secretary. R. R. Ring is managing director and R. P. Palmer assistant secretary.

With Needham, Louis & Brorby

Miss Leonora Booth has joined Needham, Louis & Brorby, Chicago advertising agency, as art director in the Milwaukee office. She was previously with the United States Advertising Corporation.

Chain Sells Own Cigarettes

The American Stores Company, Philadelphia, is marketing its own private brand of cigarettes. Called Gems, they are selling for 9 cents a package of twenty and 89 cents for a carton of ten packages. Gems are manufactured by Stephano Bros., of Philadelphia. It is reported that sales of the chain store's private brand have not seriously cut in on the sales of nationally advertised brands handled by the company.

Advanced by Continental

F. Gladden Searle, assistant manager of sales in charge of packers' cans of the Continental Can Company, has been advanced to the position of manager of sales of that division.

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Advertisers as Movie Hosts

THE entertainment trend on which advertisers are so heavily bent has been given a new twist with advertisers serving as hosts to those of their customers who would like to take in a movie free of charge. The Kolynos Company, in conjunction with the old Roxy Theater, New York, sponsored the first give-away.

Announcement was made on the Kolynos radio program that anyone presenting one of its cartons at the box office would be given a ticket of admission. This held whether the package bought was the 10, 30 or 50-cent size. More than 100,000 cartons were presented within two weeks, with the 50-cent size predominating.

"Bill," the advertiser's radio star, had a six-minute sketch in the show, but no special mention was made of Kolynos. It is reported that while all classes of people presented cartons, quite a number arrived at the theater in taxi-cabs.

It is understood that the advertiser pays the theater 10 cents for every admission by carton. Kolynos is carrying out a similar plan in Brooklyn and Philadelphia.

The second advertiser to follow through was the maker of Jo-Cur wave sets. This advertiser temporarily changed its radio program name from Air Theater of the Stars to Roxy Theater of the Air, thus bringing additional publicity to the theater.

Appoints Indianapolis Agency

The Si-Nok Company, Indianapolis, has appointed the Central Advertising Corporation, of that city, to direct its advertising account. Newspapers will be used.

Dignan with KHJ

James Dignan, formerly with the Los Angeles Express and the San Francisco Call-Bulletin, has joined the advertising staff of radio station KHJ, operated by the Don Lee Broadcasting System.

FOSTER - KLEISER
Advertising Service
San Francisco, Cal.
March 1, 1933

MR. ADVERTISER:

76% of the total population of Pacific Coast cities is exposed to Outdoor Advertising every day:

Persons gainfully employed (Men and Women)	49%
Women other than those gainfully employed	12%
(Shopping, social functions, recreation)	15%
School Children	76%
(Old enough to influence sales)	
Children under 10 years - 10-18	24%
valids - married women at home	

Poster and Kleiser Company Outdoor Advertising Service reaches these people effectively and economically - every day.

Very truly yours,
FOSTER AND KLEISER COMPANY
Howard Willoughby
HOWARD WILLOUGHBY
Director of Sales

HW/LS

The Most Popular Prices for Drug Store Products

List Prices Show Definite Modal Trends Which Have Been Charted by Investigators

LONG ADVERTISING SERVICE
SAN JOSE, CALIF.

Editor of PRINTERS' INK:

Have you printed within the past year or two any articles in PRINTERS' INK WEEKLY dealing with the most popular prices for drug items?

ALVIN LONG.

THE recently published "Merchandising Requirements of the Drug Store Package" (United States Department of Commerce) based on information gathered during the St. Louis Drug Survey, contains the most complete analysis of prices of drug store products. PRINTERS' INK published an advance summary of the information on which this report is based [July 7, 1932].

This points out that the most frequent combination of prices for a product made in three sizes is that of 25 cents, 50 cents and \$1. When the range is scaled downward the usual practice has been to drop the \$1 size and add a 10 or 15-cent size. This has happened particularly during the last few years when there has been a general drop in list prices.

Another popular price is 75 cents, which fits conveniently between 50 cents and \$1, just as 35 or 40 cents fits conveniently between 25 and 50 cents.

In twelve commodity groups, the investigators found the following as the most popular prices: Candy bars, 5 cents; toilet soaps, 25 cents; headache remedies, 25 cents; laxatives, 25 cents; vermifuges, 35 cents; deodorants, 50 cents; tooth brushes, 50 cents; tooth paste and powders, 50 cents; antiseptic douche powders, \$1; depilatories, \$1; prepared foods, \$1; and sedatives, \$1.50.

There is a general tendency, where these prices have varied, to be a scaling downward.

Certain other groups of products showed two popular price groups as follows: Corn remedies, 15 and

25 cents; cold creams, 25 and 50 cents; hair pomades, 25 and 50 cents; liniments, 30 and 35 cents; shaving preparations, 35 and 50 cents; razor blades 35 and 50 cents; indigestion remedies, 50 and 60 cents; exterminators, 50 cents and \$1.25; diuretics, 60 and 75 cents; hair tonics, 75 cents and \$1; rheumatism remedies, \$1 and \$1.50.

The report says: "Where there is a single modal price on a commodity group, it may be reasoned that the consumer is sharply conscious of price and that variations from this price are likely to be in a downward direction in an effort to make an economy appeal to the consumer. In groups where two or more modal prices appear, it is probably a reflection of the fact that quality or therapeutic effectiveness, rather than price, is the center of consumer attention."

The prices noted in the report are, of course, list prices. What the cut prices will be depends largely upon the whim of individual stores. A popular cut from 25 cents is 19 cents, although this frequently leads the confirmed price cutters to drop to 17 and in some exaggerated cases even to 13 and 11 cents. Fifty-cent sizes are usually more deeply cut than the 25-cent sizes and the \$1 price is more deeply cut than 50-cent prices. The most popular cut from \$1 is to 79 cents and from 50 cents to 39 or 37 cents.

The basic figures, however, to be used always in the consideration of any price structure is the list price of the manufacturer although many a list price is placed on a product with the consciousness that it is merely put there to be cut.—[Ed. PRINTERS' INK.]

Appoints Houston Agency

The Duncan Coffee Company, Houston, has appointed the Jay H. Skinner Advertising Agency, of that city, to direct its advertising account.

"Wherever MacDonald Sits . . ."

(Continued from page 6)

their companies. Wrigley used to say that the production end was in capable hands. It could be administered by subordinates. The financial end went smoothly and was no job, if sales were maintained. Advertising was what made sales, so that was his job. It was not something he could turn over entirely to others.

His son, P. K. Wrigley, is following that principle. He doesn't "leave all advertising details to my capable assistants and associates" as one manufacturer—now slipping—wrote to an agency friend of mine in response to a remarkable and thoroughly prepared new sales and advertising program.

The present Wrigley president tells **PRINTERS' INK**:

"Although I am president of the company, my principal interest is in the advertising department. You might say I am half of that department. H. L. Webster, the advertising manager, is the other half. We run it.

"Our sales force of 200 men is in this department. All our selling activities are in it.

"All my time is given to advertising, which, with us, includes all other selling activities in the business. But nearly all my time is taken with matters that are strictly advertising in nature. I let other duties interfere as little as possible with my effort to improve our advertising—to get better work from our advertising dollars.

"If we had to start today from scratch, our initial advertising expenditures would have to be many times as large as was necessary in former years in order to get a good toe-hold for climbing in the industry. And once a large business has been built by advertising, the biggest problem of that business is to keep up the advertising in sufficient volume and effectiveness to strengthen as well as to maintain its annual sales volume.

"That is why I give so much time to our advertising problem; in other words, our sales problem. I

feel that I earn my pay best in handling much of the work of this department where I have worked, by the way, from the beginning of my connection with the business.

"I give a great deal of attention to details. Some of the little things well handled loom large as factors in building sales. When I know we need improvement in a certain way, I keep after it until we get it."

It is my firm belief that the day is past when the president's contribution to his company's advertising program was an enthusiastic endorsement of a pretty girl whose picture was to run in all the advertising.

Rushed through in a warm glow of too-quick enthusiasm, those speedy campaigns too often were discovered later to have been not the sort of thing that impressed either distributors in Southern Illinois or consumers in Michigan.

Has an Application in All Fields

It is freely admitted that my recent contacts have been with executives in advertising companies as distinguished from those that use some advertising. I mean that the makers of beverages, cigarettes, chewing gum, packaged foods, soaps, toothpaste, automobiles and the like are far more likely to be advertising minded than the head of an electrical specialty company or a steel corporation.

I don't expect Myron Charles Taylor, chairman of United States Steel, to take up an advertising course in a serious way or learn rates, and yet a little more sales and advertising mindedness wouldn't hurt a bit in that big industry and rumor has it that big things are brewing over in that direction.

The point is that every head of a business that wants to stay at the head of a business must give more attention to selling. Production is no problem now. Finance is, but the only way to help that is by making more profitable sales.

A new product in a lower price

A PLAN TO FIGHT TODAY'S COMPETITIVE TACTICS—

If your company is affected by the ruthless competitive attack of weak sisters—

If within your industry there is a group of manufacturers who think alike or would like to—houses of trade and public acceptance—of understanding (best brains) who want to get somewhere—

We would like to submit certain thinking aimed at such a group better protecting themselves and their profits against the field.

It is no longer a matter of your knowing what course to follow, distressed, loose competition makes the following of any reasonable course impossible.

The successes of '33, '34 and '35 will be accomplished by small groups within industries—the best mentality—an organized minority against the field can move far.

We invite contact with leaders in a few industries.

JOSEPH GOOCH, JR.
PHILIP H. THAYER
B. W. JENNINGS

A MANAGEMENT GROUP

369 LEXINGTON AVENUE
NEW YORK

range, a search for bright spots on the sales map, a new package, a new idea added to an old product, any plan at all for making profitable sales this year, involves some sort of advertising. What, therefore, can be a more important job for the big chief, for MacDonald himself, than to sit at the advertising part of the table—make that the head of the table now?

If that is granted, the following course of self questioning may interest president MacDonald:

1. Am I getting the most out of my advertising dollars?

Can I cut costs by more careful study of the media we are using? Is our advertising effort too diffuse?

2. Is there any better investment for part of any remaining surplus in the balance sheet, or money I can borrow, than a year's advertising investment starting now?

Front of the counter good-will is one item that never has to be written down.

3. Is our advertising planned for present profit sales as contrasted with volume?

Let's re-examine every item in our line says MacDonald, to see if it is priced too high or too low. Let's see what a change would accomplish here and there. Let's try experiments in different cities. Let's not go so much after an "intensive drive"; let's not pay too much for new outlets or customers we'd be better off without. Maybe we ought to sell through fewer outlets, do a better advertising job to help the good ones sell more.

4. How can I best keep the advertising, production and sales departments working together?

When over-investment in productive facilities have to be adjusted to markets that don't absorb entire output, this question is a hot one.

The sales force may want new items too fast, production with its smaller personnel may be afraid of changes. It asks: "how can we cut manufacturing costs if the line is going to be changed every little while?"

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other. He knows profits will be made in direct proportion to the degree of co-ordination he can secure. What product in the line should the advertising feature? MacDonald will keep in close touch with developments in retail selling. He will take sales department suggestions, analyze them both from manufacturing, sales and profit possibilities, tie up the advertising with his decisions.

5. How closely does our copy tie up with present moment conditions?

Big, fundamental changes in buying habits and methods of living and thinking are going on now. One president I know carries a little black book, writes down things he hears in trains, in stores, talking to plain folks. These become copy suggestions to his agency. Last week one such conversation became a copy order. The agency was told to change, because the president had picked up a big copy idea at an overheard luncheon conversation.

6. Is our advertising close enough to our research?

The National Oil Products Company of Harrison, N. J., increased its net income 15 per cent during 1932, as it has during each one of the last three years.

C. P. Gulick, president, attributes this record to continuous scientific research which made wide diversification possible.

"We have had no pay cuts or layoffs during the last three years," says Mr. Gulick, "but have increased our forces by about 33 per cent. Our dividends have risen from \$1 to \$4 annually." A producer of raw material, this company has developed, produced and advertised during the depression a new hair wash, poultry feed, cosmetics, other products.

The six questions for modern MacDonalds to ask themselves are only a start.

The men who are going to make advertising a more efficient tool for future profits are the presidents who study and use it now.

There is no more important job which can possibly claim their time and earnest effort.

An OPPORTUNITY

for you

to secure business from a nationwide camp market during the coming months. The April, May* and June issues of

THE WOMANS PRESS

The only magazine produced for the Y. W. C. A.—the largest women's organization in existence, will work effectively for you.

Special three-time offer which includes direct mail plan at a reduced rate.

*Camp and Health Edition.

600 Lexington Ave., New York

PLaza 3-4700

Dorothy Putney, Adv. Mgr.

★
Our calendar
subjects make excellent



Large and small sizes
... 16x22 down. Thousands of colorful and educational subjects to choose from. Quick delivery. Write or wire for prices.

The Kemper-Thomas Co.
CINCINNATI, OHIO

Necktie Seller Turns Buyer

OLD clothes and old shoes, even though they may not be worn, give to a wardrobe the impression that it is fairly well stocked. If these hangers-on could be disposed of, people might be encouraged to do that buying which they have been putting off.

For example, in the city of Rochester today there are 200,000 fewer neckties which had either contributed their full usefulness or which, because they were gifts that did not appeal to the recipients' sartorial tastes, were never to be worn. All of these ties, eight tons of them, were bought by H. C. Cohn & Company, makers of Superba cravats in that city.

This wholesale cleaning out of old neckwear of course paves the way for new purchases to satisfy that desire for variety which a man has when he undertakes the task of picking a tie for the day or the date. The clean-up had its incentive in the fact that lack of funds revealed it would be necessary to close the evening high schools.

Students pounced on the offer to add to their needed fund and pledged themselves to round-up 200,000 old ties for which the makers of Superba cravats paid 1 cent a piece. With students canvassing the city in teams, widespread attention was focussed on old ties to the advantage of new ones.

Auerbach Heads Neophytes

Saul Auerbach, of the Auerbach Advertising Agency, has been elected president of the Association of Advertising Neophytes, New York. He succeeds Allyn G. Schmale, of the Hazard Advertising Corporation.

Richard Andruk, McCann-Erickson, Inc., is vice-president and Ben T. Givaudan is treasurer. Stephen Holdampf, McCann-Erickson, Inc., is recording secretary and Jack Eagan, Calkins & Holden, corresponding secretary.

The association has broadened its membership scope to include any young men employed directly or indirectly in the advertising field.

Larger Newspaper Campaign for National Biscuit

The 1933 campaign of the National Biscuit Company, which has started, is using a larger list of newspapers than was used a year ago. Display space is being used in about 650 papers which will carry insertions once a week for a period of three months at least. Copy, as usual, features the company's best-selling brands and is being supported by distribution of dealer-help material to the trade.

H. M. Mills Has Own Business

Henry M. Mills, formerly representative of the Quality Three, *Harpers' Magazine* and *Polo*, has established an office at 393 Seventh Avenue, New York, to represent travel and technical publications. He will act as New York representative of the *Teacher's Vacation Guide* and the *Journal of the American Institute of Homeopathy*.

Four A's Newspaper Committee Appointed

J. J. Hartigan, of the Campbell-Ewald Co., Detroit, has been appointed chairman of the committee on newspapers of the American Association of Advertising Agencies. L. M. Malitz, Ruthrauff & Ryan, Inc., New York, is vice-chairman.

Committee members from New York include: H. M. Billerbeck, Richardson, Alley & Richards Co.; Joseph Beck, Federal Advertising Agency, Inc.; L. T. Bush, The Blackman Co.; L. S. Kelly, McCann-Erickson, Inc.; F. M. Lawrence, Batten, Barton, Durstine & Osborn, Inc., and A. B. Pratt, Young & Rubicam, Inc.

Other members are: Lawrence I. Everling, The Richard A. Foley Advertising Agency, Inc., Philadelphia; E. Ross Gamble, Erwin, Wasey & Co., Ltd., Chicago; Arthur J. Peel, S. A. Conover Co., Boston, and Henry Tritschler, Nelson Chesman Co., Chattanooga.

Has Clearing House for Retail Sales Methods

A Bureau of Retail Merchandising Methods has been organized by the Armstrong Cork Company, Lancaster, Pa., to study the experiences of successful linoleum merchants, analyze their methods and work with individual stores to provide more effective and profitable merchandising operations. G. C. Denebrink, who has been with the Armstrong field organization, heads the new bureau.

"Woman's World" Appoints A. S. Whidden

Albert S. Whidden, formerly with *The New Outlook* and *The American Weekly*, has joined the Eastern advertising staff at New York of the *Woman's World*.

TOURIST TRADE

A MAGAZINE

DEVOTED TO
2457 EAST

ESTABLISHMENTS CATERING TO THE TOURING PUBLIC
WASHINGTON STREET INDIANAPOLIS INDIANA
ONE OF THE CORNELIUS PUBLICATIONS INC. GROUP

JOHN E. ATKINSON, DIRECTOR OF PUBLICATION * * * E. H. KNOWLES, EDITOR * * * PHILIP M. CORNELIUS, BUSINESS MANAGER

February 16, 1933.

Printers' Ink Publishing Co., Inc.
185 Madison Avenue
New York City

Gentlemen:

I feel it is no more than right to let you know that our modest advertising investment in Printers' Ink to date has repaid us many times over.

As you know, we have used so far two and one half pages with you. More than forty inquiries have developed from this advertising. But what's more important and gratifying we have fourteen pages of new business already on the book for the March issue, and more in sight as a direct result of these inquiries --- advertising in Printers' Ink seems to establish in agencies' and advertisers' minds the solidity of a publisher's intentions.

Lever Bros., Palmolive, Utica Sheets, Pyrofax, and Liquid Carbonic are a few of the more prominent accounts we have closed.

With Printers' Ink giving such an impressive account of itself in connection with our advertising, I must say it pays to tell your story to the men who read it.

With sincere appreciating of your part in establishing Tourist Trade's important market in the minds of advertisers, I am,

Very respectfully,

John E. Atkinson
John E. Atkinson
Director of Publication

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6300. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street, A. D. McKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
G. A. NICHOLS, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor

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Don Masson

Allen Dow

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, MARCH 2, 1933

"It Pays to Advertise"

We trust that Messrs. Kallet and Schlink, authors of "100,000,000 Guinea Pigs," will permit us to call attention to a merchandising job accomplished by the Vick Chemical Company in behalf of its new Voratone Antiseptic Mouth Wash.

We do this because what Vick did during the short month of February—counting out four Sundays and two holidays—makes inspirational and helpful reading in these drab times.

Early in the month it put up 5,000,000 bottles of the new product including 10-cent and 35-cent sizes.

A couple of weeks later, according to information given by a company official to *Drug Trade News*, every bottle of this introductory batch had been sold.

Messrs. Kallet and Schlink do not seem to think much of mouth washes, with one or two notable

exceptions—and even less of the advertising which introduces them to a helpless and unsuspecting public whose supply of dimes and quarters is not nearly as large as it might be. If their version is correct, Vick's effort to push into an already overcrowded market with buying power down so far would be hopeless and futile.

Yet Vick comes serenely along and invests exactly \$971,000 in advertising Voratone during the first three months of the year.

There was no fuss and no band playing. Just a workmanlike presentation of a new product with a sufficient investment in advertising space to do the job decently and with dispatch.

It must be, after all, that "It Pays to Advertise" even with Japan helping itself to another goodly slice of China, to the discomfiture of the League of Nations; even with the war debt still in the talking stage and likely to be that way for some time to come; even with some of our statesmen crying out for an inflated currency on the Bryan pattern, and with the general economic situation (quoting from the economists) still "dragging bottom."

The country isn't particularly hard up for mouth washes either.

[NOTE: The R. L. Watkins Company is bringing out Dr. Lyon's Astringent Mouth Wash as a member of its already sizeable family of products. A large amount of national advertising is to be done so that it will not have to go along its way unheralded.]

These advertisers!

The Wrigley Wage Plan

Much comment has been caused by the recent announcement made by Philip K. Wrigley, president of the Wm. Wrigley, Jr. Company, that he was instituting wage increases "wherever they can be effected without imposing financial strain."

Mr. Wrigley stated his plan in this way: "If we pay simply enough for our workers to live on, we cannot halt a downward trend in general business conditions. They are the great consumers of prod-

ucts and must have more than enough to cover the bare necessities of life if improvement is to be felt in a host of lines. . . .

"What started it was hearing, in my personal mail, of some of the amazing things the less fortunate have been able to do with sums as small as \$25, privately given. They can stretch it to pay grocery bills, electricity bills, buy some clothes and put away a little besides for tougher times. It is the workers who put money into circulation. In some cases wages are slashed when there is no pressing, immediate need for it. That should not be. I believe that there are a number of concerns even in times such as these which might be able to increase their workers' pay and continue profitable. Our concern is going to essay it."

This announcement, almost unique in the present trend, has made some people say Mr. Wrigley is very foolish; others hail him as a man with a constructive idea.

It is interesting to speculate on what might happen if 500 manufacturers now making a profit should have a meeting somewhere and decide that the Wrigley plan is at least as good as that of continuous and continual deflation which seems to have done nothing to bring us out of the morass. Let us assume that these 500 manufacturers should decide that each day ten of them would send announcements to the press of an increase in wages. We would then have the unique and unusual experience of reading news each day of ten concerns which were adding purchasing power to the national till, and this news would keep flowing continually for fifty days. It might have an appreciable psychological as well as a definite practical effect.

Edward A. Filene, president of Wm. Filene Sons Company of Boston, Mass., recently asked why his company had reduced the wages of its employees in the face of his public championship of high wages said: "Wage reductions are now intensifying the depression even more than unemployment is doing. . . . There is plenty of capital in America and plenty of money in

our banks; but this money is not available to business men as capital now because the masses, particularly the wage earners and salaried men and women are so short of buying power that they cannot keep business prosperous."

Then Mr. Filene pointed out in a statement that while he was the largest individual stockholder in Wm. Filene Sons Company, and therefore would be the person most to benefit financially if wage reductions did benefit a business, that he nevertheless had "protested against these cuts with all the resources at my command."

However, he said, the recent reductions were made because the control of his company was no longer in his hands having passed to the Federated Department Stores. This seems another case of the banking viewpoint being different from the original owner's.

The Wrigley plan, naturally, is absolutely impractical to the business definitely in the red. Higher wages in that case might result in no wages at all. It is, however, interesting to speculate on what would happen if 500 companies now making a profit decided to do what Mr. Wrigley has just done.

Ready for Business Leadership

E. T. Weir, chairman of the National Steel Corporation, says he has reached "the conclusion that the solution to our economic problems must come from business men."

He thinks that no political or social group (and, properly enough, he might have included religious groups too) has the training, experience or knowledge to provide the successful way out.

The only criticism of Mr. Weir's idea is that he seems to be advancing it as a new discovery. The principle he sets forth is as old as it is true—which means that it is venerable indeed.

It is particularly timely right now, however, because the country is at last beginning to realize the absolute and utter futility of any and all attempts to restore prosperity artificially. It has just about

concluded that the restoration has to be made along solid economic lines with all isms and ocracies pushed aside.

Now is the psychological time, then, for business men to assert their leadership.

The fact that some of them are being forced to hold up soiled hands in public view should give business leaders as a class no feeling of inferiority complex. Their batting average is far ahead of that of the politicians—plus the inexorable fact that they know what it is all about and that the politicians do not.

The gyrations of the lame duck Congress have been useful in that they have served to emphasize and dramatize the foregoing point. We believe that the people as a whole are now ready to give respectful attention to the ideas of business men for the working out of their mutual salvation.

This is well, inasmuch as the regenerative process must be worked from within. The change can come in no other way regardless of whether the Government helps or hinders.

Senator Glass

If it is not an unseemly action for a non-political publication to take, we venture to congratulate Carter Glass on his decision to remain as a leader in the United States Senate and let William H. Woodin have the Treasury portfolio.

Mr. Glass would have been in every way a worthy successor to Andrew W. Mellon and Ogden L. Mills, whose services to the nation in that great office will loom big when the history of these trying times is written. He would have been another outstanding leader of whose ability and properly balanced patriotism there could have been no question—as he was under the Wilson administration.

But the Secretary of the Treasury and even the President must take orders from Congress. As Secretary he could have done little to restrain certain firebrand Senators from tinkering with the cur-

rency system; as Senator he can and will do much.

Advertisers can proceed in their 1933 selling activities with much more confidence now that Mr. Glass, belligerent and profound, has elected to remain where he can do the most good.

Destructive Presidents

The presidents of many of the country's largest companies are beginning to pay more attention to their advertising. The article which starts on page three of this issue mentions several high executives who bring to their company's advertising a progressive and helpful viewpoint, realizing that profit can come only from sales, that advertising builds sales and therefore that the advertising department is the logical present place for their best efforts.

Unfortunately other presidents, also taking a renewed interest in the company's advertising, are entirely negative in their attention.

A short time ago two presidents of great companies, both of whom had assigned a time to discuss with their advertising agencies their plans for the year, cut down to a few moments the time allowed, and slashed their appropriations drastically without sufficient study, care or deliberation. They arbitrarily dropped all media added, all changes of any sort.

These men would think seriously before they instructed their salesmen to stop calling on certain towns or whole States where conditions were better than average. Yet without consideration they destroyed all contact with thousands of people who are logical prospects.

Advertising now is the indication of a company's faith in the future of the country from which their present big cash reserves have been built. If the big men lose faith now how can they conscientiously demand confidence and faith from the public?

It is now high time for leaders to lead, to give tangible evidence of their faith.

It is time for presidents to plan ahead sanely and conservatively, not to chop, cut and hold back forever.

A DAILY NEWSPAPER FOR THE HOME

19,000 RETAIL DEALERS MUST BE RIGHT!

That local merchants in such numbers used The Christian Science Monitor to reach customers in the neighborhoods they know so well . . . that more than 2000 national advertisers also used the Monitor last year . . . are facts pointing to the wisdom of a careful consideration of the Monitor by advertisers selling anywhere or everywhere.

THE CHRISTIAN SCIENCE MONITOR

*Published by The Christian Science
Publishing Society, Boston, Massachusetts*

Branch Offices: New York, Detroit, Chicago, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle, Miami . . . London, Paris, Berlin, Florence

The Little Schoolmaster's Classroom

AMONG catalogs that of Victor Records has always been notable even during the days of declining record sales. It was with unusual interest, therefore, that the Schoolmaster picked up the latest issue, the first general catalog issued by the RCA Victor Company for several years.

Among a number of innovations the most interesting is the fact that all records of a fly-by-night, popular character have been eliminated. Because of the wide use of radio, the Schoolmaster is told, the life of a popular song in 1933 is shorter than it was in 1923 and much shorter than it was in the gay nineties. Therefore, the company refuses to clutter its catalog pages with outdated and forgotten songs.

A second major departure is the listing of records that have not yet been put on the market but will be before the next catalog issue. In this way the company will enable the record buyer to budget his purchases for the year and, incidentally, make fairly certain that few customers will buy competing records of selections that are going to be offered by Victor in the near future, at least until they've heard the Victor recordings.

* * *

Dawson J. Gillaspay, service manager, Butler Motors, Inc., a Chicago service station, writing in *Automobile Trade Journal*, tells how an intensive telephone canvass boosted his organization's service volume \$5,000 in five months.

Here are some figures quoted by Mr. Gillaspay. In June of last year, 1,532 telephone calls were made resulting in 917 interviews. Twenty-nine car-sale prospects were reported and seventy-one jobs, totaling \$1,232.90, resulted. The following four months showed similar results.

Says Mr. Gillaspay, "In the five months we secured 104 new customers from the names furnished us through license registration of cars in our immediate territory. In this same period of time we gained 173

more customers than we lost and sold over \$6,491 in service to those whom we contacted by phone.

"The cost of this additional business was a trifle less than 2½ per cent. Also in this time we found the names of fifty-seven good prospects for new and used cars."

Even at the danger of being bromidic the Schoolmaster would like to repeat that there is still business and plenty of business for those who will go after it with a little good old-fashioned aggressiveness.

* * *

A four-page circular was mailed last October by E. R. Squibb & Sons to a list of about 150,000 doctors. Its purpose was to get more attention from the medical profession for two comparatively new products, Adex tablets and Squibb Chocolate-Flavored Vitavose.

A letter on the first page was addressed "To the members of the Medical profession." It described the tablets, which were illustrated on the following two pages which made a center spread. The fourth page was devoted to a description of Chocolate-Flavored Vitavose.

At the bottom of the center spread only, was any mention made of the fact that samples were available. This is interesting because one of the major purposes for sending out the letter was to distribute samples but, as Squibb has consistently done in the past, it made no attempt to push the samples on the doctors, knowing that if they wanted them, they would ask for them.

The circular merely stated "Samples of Squibb Adex Tablets 10 D will be sent to physicians upon request. Use the enclosed postcard—no stamp required." First-class postage carried the circular and its enclosure, a business reply card. Printed on this card was the message, "Please send me sample of" and the names of the two products, alongside each of which was a square.

The card was about to go out

Printers' Ink-lings

The Little Schoolmaster Blushes Modestly

DURING a recent session of the Class, the Little Schoolmaster referred to "The Carnation News," house publication of the Carnation Company. A letter from the land of contented cows informs the Schoolmaster: "We can well attest to the pulling power of your column because we have received many requests for copies of the 'Carnation News.' These requests mention, specifically, your column."

PUBLICITY RESULTS

April 25, 1932

ASSOCIATION OF NATIONAL ADVERTISERS, Inc.,
NEW YORK, N. Y.

Gentlemen:—In answer to your letter, I am pleased to recommend highly the firm of Sutton & Schipper, Inc., to any of your members desirous of employing public relations counsel.

We feel that their work is of such great value to our company that if we are forced to cut our advertising budget further, Sutton & Schipper, Inc., will be the last to suffer. Any of your members who employ this company for publicity work will be more than repaid in actual results.

THE RUSSELL MANUFACTURING CO.,
D. L. TAYLOR, Sales Promotion Manager,
Replacements Department.

SUTTON & SCHIPPER, Inc.
Industrial News Counsel

232 Madison Avenue, New York City
Co-operation with Advertising Agencies

★ ADMAN AVAILABLE ★

Nationally known for distinctive advertising and merchandising copy and ideas. Eighteen years' experience. Operating successful agency in the Bush League is lured to play ball in the Big League and settle in the East. Will consider position with advertising agency or as advertising and promotion manager of organization. Address "C," Box 239, Printers' Ink.

Artists—Copy Writers

Here is the sharpest knife in the world. Just the thing for cut outs, layout work, etc. You'll find a thousand uses around your office, or studio, for the COSMO RAZOR BLADE HOLDER. Postpaid for only 50c. Send for yours today. COSMO CO., Box 480, Omaha, Neb.

4 -Color Ben Day Process
Printing on Newsprint;
Your Plates or Ours
Shipping News—Cleveland, O.

when, as an afterthought, it was decided to print the stencil address on the card—thus making it necessary for the recipient merely to check the squares and return the card.

It was expected that this innovation would increase returns. It did. Out of 143,329 circulars mailed, more than 38,005 requests for samples were received, or 26.6 per cent.

The Central Savings Bank, New York, is not the only advertiser which is uniting its newspaper advertising with its outdoor posters, as described in the February 16 issue of PRINTERS' INK, page 52. The Yellow Cab Company, in Cleveland, has, so the Schoolmaster is informed, been using this same plan for the last six months.

The only difference is that Yellow Cab uses the outdoor display simultaneously with advertisements in the Cleveland newspapers.

This advertiser also has tied up the advertising on the tire covers on the spare tires of the taxicabs with its newspaper displays. These tire covers are reproduced in small space, dominating each display.

The Lavoris Company is one organization that puts forth a real effort to make its sampling count as a sales medium. The coupon sender's interest is not allowed to languish during the interval required for parcel-post delivery. By return mail he receives a postcard which acknowledges the inquiry and tells him the package is on the way.

The postcard is an ordinary Government one, the message side made attractive by a strip of red printed across the top. This is made with a reverse plate bearing the Lavoris name and descriptive words about the product. Underneath are type-written these words:

We were glad to receive your request for Lavoris.

TORONTO
HALIFAX
MONTREAL
WINNIPEG
LONDON, Eng.

"GIBBONS KNOWS CANADA"

J. J. GIBBONS Limited
CANADIAN ADVERTISING AGENTS

REGINA
CALGARY
EDMONTON
VICTORIA
VANCOUVER

A package is now in the mail. We hope it reaches you promptly.

A letter containing special information is wrapped around the carton. Please read it.

Yours truly,
THE LAVORIS COMPANY.

Lavoris—the mouthwash and gargle that is different.

It seems likely that Lavoris samples go farther toward making friends for the product than most. Even without the card, the promptness with which the request is handled is unusual.

* * *

A member of the Class who hails from the sunny shores of California has answered the Schoolmaster's unvoiced question with a report concerning a shopkeeper in that land of Sunkist fruits. This Western purveyor displayed a sign in his shop window recently which hinted at a tongue-in-cheek attitude about the whole matter of Technocracy.

The sign announced a "Pre-Technocracy Clearance Sale."

* * *

Occasionally the Class has been told about companies who have employees with an unusual record of service. S. F. Johnson, general advertising manager, International Silver Company, sends the Class a list of thirty-eight people who have been with that company for fifty years or longer.

Among them are included the chairman of the board, the treasurer of the company, several managers, superintendents and foremen. Mr. Johnson also points out that in addition to the active workers with these long records, the company has on its pension rolls thirty ex-employees, each of whom retired from active work after fifty years or more.

In looking over such lists the Schoolmaster is always interested to note that most of the people who have long terms of service are factory workers. It occurs to him that the Class will be interested in finding out what advertising manager as well as what sales manager can show the longest term of service with his particular company. It is now squarely up to the Class to start the ball rolling by sending

PANAMA AND CANAL ZONE

Immediate Distribution Available for
Nationally Advertised Products

Partner of old established firm of Merchants and Selling Agents now in New York seeking additional lines. Write to

DAVID GOLDSMITH—HOTEL ANSONIA
73 Street and Broadway New York

PUBLICITY IS MERCHANDISING

For agencies and manufacturers we direct publicity campaigns from beginning to end.

EMMETT V. MAUN, INC.
25 West 43rd St. New York City

Net paid circulation

18,446

(A.B.C. December 31, 1932)

Advertising Rates: Page, \$135;
half page, \$67.50; quarter page,
\$33.75; one inch, minimum, \$10.50.
Classified, 75 cents a line, minimum order \$3.75.

PRINTERS' INK

(Weekly)

185 Madison Ave., New York City

Valuable Files . . .

of Sales and
Advertising Data

THESE files are maintained by thousands of manufacturers and advertising agencies who have purchased to date 12,341 binders to keep in an orderly manner their copies of PRINTERS' INK WEEKLY and PRINTERS' INK MONTHLY as they come in.

When you want to refer to a certain issue, it can be easily found; no confusion or a mass of loose copies to go through. Sales and advertising information at your finger-tips.

These attractive binders sell at cost. The Weekly, \$1.25 postpaid, holds ten or more copies; the Monthly, \$2.00, holds nine copies.

Printers' Ink Publications

185 Madison Ave., New York

in the names of competitors for the long-service record.

* * *

From time to time the Schoolmaster has been interested in amusing and illiterate letters received by manufacturers.

Class Member G. F. Monaghan, of the advertising and publicity department, Worthington Pump and Machinery Corporation, sends the following letters received by his company. It is with pleasure that the Schoolmaster adds them to his collection.

"Dear Sir:

"The price is murderous, a black-mail like the Chinese bandit. Let us bargain. In China as well in this country we bargain with bandits for a reasonable price to be paid for the captive; in our present case, the machine is our victim for which u ask \$135 but I set the worth to \$75. It is impossible for me to pay the price asked for by u so let us settle the matter immediately in this wise—u as a good Samaritan come to my rescue with salves and balms for it is the fact that ur machine will save hundreds of lives in my village and so why not come to help us by cutting half the price; or u and the others pay the half and I put up \$75.

Urs Sincerely,
King Li.

"Let me see the motor; it would be useless for me if it eats too much gasoline, and runs out of order in every 5 mins.

KL."

"Dear Sir:

"I am Requesting Your Assistance I have Build A Spraying Outfit wich is running With Fordson and Am Using one of Your Pump size 2 1/4 3 Number 103615 The same Pump is Complete and Refused to Pump Cold Water or Spray Material Z (I mean to Spray Orchards I am a Farmar and Machanic.) This Pump is a 3 Plunger Pump Paking A round the Plunger in Good Condition Only Foulth That I can See is With the Walves they take no Suction.

"The present Walves are of Hard Material.

"The Present Walves are of Fibre or Harde Robber. Serial 34265. 6-25. 10000% 9 100. A. A. & D. O.

"My Suggestion is to Put Rubber I mean Soft Rubber. Please send me a soft rubber valve washers C. O. D.

"Is the Pump is set know I Have a 3 feet Lift.

"Please Send the Necessara Parts to Change same of Once. ?mmm%mm C. O. D. to pump cold waater.

"Hoping to Heard From you at Once Please state speed of same
"Yours Truly mmmmmn"

New Addresses

Larchar-Horton Company, 2300 Industrial Trust Building, Providence, R. I.
Herr-Yarnell, Inc., 2645 Dupont Ave. So., Minneapolis.

Graphic Photo Engraving Co., 207 West 25th St., New York.

Freitag Advertising Agency, Inc., 101 Marietta St., Atlanta.

Winsett Advertising Agency, Allen Building, Dallas.

Cherry & Webb Broadcasting Company, Station WPRO, new studio in the Metropolitan Theater Building, Providence, R. I.

Keith Dunham Company, 205 West Wacker Drive, Chicago.

Modern Hospital, New York office, 101 Park Avenue.

Small, Spencer & Brewer, Inc., New York office, 250 Park Avenue.

New Club at Boston

The One O'Clock Club has been formed at Boston by young men interested in advertising and allied fields. Kendrick W. Diller, of the Sampson & Murdock Company, is president. Other officers are: Howard G. Sawyer, Wolcott & Holcomb, vice-president; E. Matthew Hallett, Lincoln & Smith Press, treasurer; Cory Snow, The Heinn Company, secretary, and Prescott Winkley, Lavin & Company, publicity director.

New Account to Archer

The Cincinnati Iron Fence Company, Inc., Cincinnati, has appointed the Archer Advertising Company, Inc., of that city, to direct its advertising account. Magazines and direct mail will be used.

Kyle Heads New Business

The Braumeister Advertising Company is a new business formed at 46 Washington Square South, New York. J. W. Kyle is president.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

PUBLISHERS REPRESENTATIVE covering Metropolitan New York and now handling a Middle Atlantic farm paper can represent another agricultural magazine. Ten years in this area. Box 785, P. I.

EMPLOYMENT SERVICES

THE MAN TO FIT THE JOB

The logical candidate for any job is the man who fits the job by measuring up to all requirements—be who has the exact experience and qualifications called for.

No better way to locate the man to fit the job than by advertising for him. And no better medium for the purpose than PRINTERS' INK, if the man you seek must possess a sales, merchandising or advertising background.

An advertisement in PRINTERS' INK, describing your man, should uncover many excellent prospects from among whom one is very likely to stand out as the best fitted for the job.

HELP WANTED

SEASONED SUBSCRIPTION SALESMEN

Aged 30-45; familiar with oil industry. One each living at New York City—Chicago—San Francisco—Los Angeles—Dallas or Fort Worth—San Antonio—Wichita. Full or part time. Integrity, persistent effort, and "sand" essential. Straight salary when reasonable average production attained. Aid given avoids wasted time. Publication accepted leader in field. Achieved 72% renewals for 1932. Now enlarging resident field force. Give detailed sales career, enclose recent snapshot. List four references, which will be carefully checked. Box 782, Printers' Ink.

MISCELLANEOUS

FOR RENT—Small private office, 104 sq. ft., good light, in the Cameron Bldg., 185 Madison Avenue, corner 34th Street. Rent includes cleaning, service, light and telephone. J. S. Heilman, 14th Floor, 185 Madison Ave., N. Y. Telephone: AShland 4-6500.

FOR RENT outside office space in the Tower Building, 6 North Michigan Avenue, Chicago. Office completely and attractively furnished. Rental \$30 a month includes cleaning, light, etc. Ruth Hamblen, Room 1512, 6 N. Michigan Ave., Chicago. Telephone: Dearborn 9560.

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ADVERTISING DESIGNER. Exceptional layout and idea man with extensive experience in direct-by-mail-magazine and newspaper advertising. Thorough knowledge of Typography. Fine finished work. Box 786, PRINTERS' INK.

ADVERTISING SALESMAN

with broad sales experience in general and class magazine and trade paper work; wide acquaintance New York territory; available for local or outside publisher or other needing first-class N. Y. representation. Best credentials. Box 784, P. I.

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Copywriter, 30, who for past five years has been creating all newspaper advertising, publicity, radio continuity and broadcasting for large organization, seeks escape from rut. What have you to offer requiring initiative, industry, originality? Box 780, Printers' Ink.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding.

Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

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